

EXHIBIT 1

Part 2

Hospital food is very plane The Sun (England) October 16, 2010 Saturday



The Sun (England)

October 16, 2010 Saturday

Edition 1;

Scotland

SECTION: FEATURES; Pg. 43

LENGTH: 412 words

HEADLINE: Hospital food is very plane

BYLINE: alex james

BODY:

...cup of tea.

GLAMOUR 4/5

YUMMEROUSNESS 4/5

Flight from Birmingham to Glasgow: Pork liver pate; bran crackers; Laughing Cow cheese; water biscuits; fun-size Crunchie; chive **pretzel crisps**; tomato juice.

GLAMOUR 4/5

YUMMEROUSNESS 3/5

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Newstex Web Blogs

Copyright 2010 Slashfood

Slashfood

October 12, 2010 Tuesday 11:00 AM EST

LENGTH: 287 words

HEADLINE: Pretzel Crisps Ad Offends Nearly Every Woman

BYLINE: Jason Best

BODY:

Pretzel Crisps Ad Offends Nearly Every Woman Slashfood October 12, 2010 Tuesday 11:00 AM EST

But the makers of **Pretzel Crisps** seemingly asked for it. After a series of what critics call "pro-anorexic" ad slogans for the delicate, lighter-than-air chips, the latest slogan appears to have done little to mollify the outrage.

...

...taglines, saying that it did not "want anyone thinking we advocate anorexia or want to promote bad body image." What did they replace the ads with? Same image, new tagline: "Tastes as good as skinny feels."

Note to **Pretzel Crisps**: if you don't want to appear to promote eating disorders, don't recycle a quote by Kate Moss, who has never exactly appeared as the poster child for a healthy body image.

Cue the second round of backlash.

And now the third. **Pretzel Crisps** newest tagline is: "We're thin and stacked."

In response, Katy Kelleher at Jezebel.com served up this piece of delicious indignation: "After being dissuaded from running ads that appeal to the little voice ...

PUB-SUBJECT:

advertising; **pretzel crisps**

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Copyright 2010 Crushable

Crushable

October 11, 2010 Monday 3:31 PM EST

LENGTH: 243 words

HEADLINE: Pretzel Crisps Are Just Trying To Piss Us Off Now

BYLINE: Meghan Keane

BODY:

Oct. 11, 2010 (b5media delivered by Newstex) --

After all the outrage inspired this summer by **Pretzel Crisps** advertising campaign telling viewers oeyou can never be too thin (and Snack Factorys subsequent apology), we thought the company had finally learned its lesson. We were wrong.

Pretzel Crisps have debuted a new campaign in California that boasts:

oeWere thin and stacked!So lose the old bag.

Now it just feels like theyre taunting us.

Over the summer, **Pretzel Crisps** caught our attention with ads that seemed aimed at anorexics. Their taglines riffed off of annoying comments like Kate Moss[#x2dc] famous quip: oenothing tastes as good as skinny feels. Apparently **Pretzel Crisps** did. The product claimed it oetastes as good as skinny feels. Lame. After enough people got pissed off, Snack Factory apologized, took down the ads, and shifted their messaging. Now the ads were ...

Pretzel Crisps Are Just Trying To Piss Us Off Now Crushable October 11, 2010 Monday 3:31 PM EST

...tricks again. And now they're not even trying to appeal to pro-ana groups. Are they going after misogynists?

Im not sure who exactly wants to get rid of their old bag, but **Pretzel Crisps** have done a pretty great job of making an innocuous product the recipient of ire. Surprisingly, no complaints have surfaced on the companys Facebook page yet. If this keeps up, that is sure to change.

Post from: Crushable

Pretzel Crisps Are Just Trying To Piss Us Off Now

Newstex ID: BFME-6992-49559547

PUB-SUBJECT:

Other Stuff;pretzel Crisps;Snack Factory;thin and stacked

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Copyright 2010 Jezebel
Jezebel

October 11, 2010 Monday 2:55 PM EST

LENGTH: 55 words

HEADLINE: Pretzel Crisps Really, Really Wants To Piss You Off [Badvertising]

BODY:

Oct. 11, 2010 (Gawker Media delivered by Newstex) --

If you suspected that **Pretzel Crisps'** series of offensive ads were a cynical publicity stunt, this site they launched confirms it. Perhaps they'll find it less entertaining to see sales go down, but that just might be our humorlessness ...

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Newstex Web Blogs
Copyright 2010 Jezebel via Twitter
Jezebel via Twitter

October 11, 2010 Monday 12:00 AM EST

LENGTH: 261 words

HEADLINE: Jezebel via Twitter

Jezebel via Twitter Jezebel via Twitter October 11, 2010 Monday 12:00 AM EST

BYLINE: Jezebel

BODY:

...Wives Husband "Sickened" By Idea Of Wife With Another Man '
sup10-11-2010 at 17:06:43 UTCsup

'America Scandalized By The Word "Ass" '
sup10-11-2010 at 18:30:45 UTCsup

'Pretzel Crisps Really, Really Wants To Piss You Off '
sup10-11-2010 at 19:00:59 UTCsup

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Copyright 2010 The Gloss
Splendicity

October 11, 2010 Monday 3:28 PM EST

LENGTH: 104 words

HEADLINE: Would This Ad Make You Buy Pretzel Crisps?

BYLINE: Jennifer Wright

BODY:

...But we are curious about whether or not this ad makes you say oeyay me, Im thin and stacked! or if it makes you nervously think to yourself oeam I an old bag? Considering the fact that **Pretzel Crisps** were originally supposed to be a diet product, were not sure that everyone will fall into the first camp. " Jezebel

Post from:

PUB-SUBJECT:

Beauty;advertising;old bag;pretzel crisps;Pretzels;stacked;thin

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Copyright 2010 Jezebel
Jezebel

October 10, 2010 Sunday 12:50 PM EST

Pretzel Crisps Add Boobs To Their Skinny Strategy [Badvertising] Jezebel October 10, 2010 Sunday 12:50 PM EST

LENGTH: 431 words

HEADLINE: Pretzel Crisps Add Boobs To Their Skinny Strategy [Badvertising]

BODY:

Oct. 10, 2010 (Gawker Media delivered by Newstex) --

And here we thought the thinspirational **pretzel crisp** ads couldn't get any worse. Boy, were we wrong.

The original ads, which featured the message "you can never be too thin," was so hated by bloggers for the pro-ana message that the company was eventually convinced to ...

...""nothing tastes as good as skinny feels""has now become something of a catchphrase for pro-anorexia sites. After much outrage, and a few round of discussion with the marketing team, **Pretzel Crisp** finally decided to take both ads down and replace them all with "perfect for skinny dipping." It seemed like this was a perfectly good compromise"until now.

...but we wouldn't buy it. After being dissuaded from running ads that appeal to the little voice inside our heads telling us to dietdietdiet until we forget how fucking good food actually tastes, **Pretzel Crisps** switched their tactic. Now, they not only seek to guilt us into buying their crappy chips through reminding us of the "perfect" body type"they also want to play on the idea that all women are catty bitches who live to outdo each other.

At this point, it almost feels like they're baiting us. **Pretzel Crisp** couldn't possibly think that these ads will be deemed acceptable by the very same community that rejected their pro-ana ads, right? Maybe this is some kind of deplorable publicity stunt. However, it doesn't really matter. The new billboard has got to go and I know that I, for one, won't be purchasing any **Pretzel Crisps** until they do. Oh, and here is the contact info from the **Pretzel Crisp** website. In case you feel like letting customer service know what you think.

Earlier: **Pretzel Crisp** Replaces Pro-Ana Ads With... More Pro-Ana Ads

Pretzels Tastefully Marketed To Eating-Disordered Demographic

Pretzel Crisps Backs Off Pro-Ana Ads

Kate Moss: "Kate Moss "Nothing Tastes As Good As Skinny Feels" Backlash

Perez Pulls Pro-Ana Shirts

Newstex ID: GAWK-0016-49537704

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Convenience Store News for the Single Store Owner

October 2010

LENGTH: 2042 words

HEADLINE: Time is Ripe for Perishables

BODY:

Time is Ripe for Perishables Convenience Store News for the Single Store Owner October 2010

...carrots/celery and dip; pepperoni and cheese cubes; plus pre-packaged products such as Disney Garden's apple/cheese cube/pretzel combinations; Oscar Mayer meat/cheese/cracker trays; Sabra hummus and **pretzel crisps**; hard boiled eggs and string cheese.

Wawa customers will find year-round favorites and seasonal varieties of fresh fruit, as well as veggies with ranch or peanut butter dip; apples with peanut butter or ...

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Copyright 2010 Stagnito Media Food Group
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Convenience Store News

October 2010

LENGTH: 346 words

HEADLINE: Top 10 Snack Trends Revealed

BODY:

Chip and dip 2.0. New varieties and flavors are giving consumers something different, such as hummus and falafel chips or **pretzel crisps**. Small and sensational. Consumers are eating more substantial snacks packed with protein as meal replacements, and eating them more often. The drink shift. This is all about the "halo of health" around drinks made with fruit or antioxidants, and the ...

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CSNews for the Single Store Owner

October 1, 2010

LENGTH: 2027 words

HEADLINE: Time is Ripe for Perishables

BODY:

...carrots/celery and dip; pepperoni and cheese cubes; plus pre-packaged products such as Disney Garden's apple/cheese cube/pretzel combinations; Oscar Mayer meat/cheese/cracker trays; Sabra hummus and **pretzel crisps**; hard boiled eggs and string cheese.

Time is Ripe for Perishables CSNews for the Single Store Owner October 1, 2010

Wawa customers will find year-round favorites and seasonal varieties of fresh fruit, as well as veggies with ranch or peanut butter dip; apples with peanut butter or ...

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BELLEVILLE NEWS-DEMOCRAT

Found on Belleville • com
Belleville News-Democrat (Illinois)

September 21, 2010 Tuesday

SECTION: C; Pg. 4

LENGTH: 181 words

HEADLINE: Tomato appetizer will get scooped up by guests

BODY:

Black Cherry Tomato Appetizer

40 **pretzel crisps** (reserve 24 whole crisps)

12 cherry tomatoes, halved

1 package of jalapeno cilantro dip mix or your favorite dip mix, made according to instructions

1/2 cup Cheddar cheese

1/2 cup Monterey jack cheese

6 slices bacon, cooked and diced

Start with a mini muffin pan with 24 openings. Place broken **pretzel crisps** on bottom of each muffin opening. This will prevent the tomato from sticking to the pan.

Next, put a halved piece of tomato seed-side down onto the crisp. Dob each tomato with prepared dip and ...

...both kinds of cheese. Place small amount of diced bacon on top. Bake appctizers in a 350-degree oven for 5 minutes.

After removing from the oven, place whole **pretzel crisps** next to the pan so guests can scoop out the whole appetizer from each muffin space.

-- Decatur Herald & Review

Gallery And Fashion Show Report: First Plus Size Event Crushable September 16, 2010 Thursday 1:42 PM EST

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Copyright 2010 Crushable
Crushable

September 16, 2010 Thursday 1:42 PM EST

LENGTH: 428 words

HEADLINE: Gallery And Fashion Show Report: First Plus Size Event

BYLINE: Liana Maeby

BODY:

...16, 2010 (b5media delivered by Newstex) --

I attended Fashion Weeks first-ever plus size runway show on Wednesday, for the label OneStopPlus. I mentioned the body image-related **Pretzel Crisps** incident yesterday, and unfortunately that wasnt the shows only weight-insensitive gaffe.

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THE WALL STREET JOURNAL.
The Wall Street Journal

September 16, 2010 Thursday

SECTION: Pg. A30

LENGTH: 683 words

HEADLINE: Heard & Scene: Off the Beaten Track, a Plus-Size Show

Heard & Scene: Off the Beaten Track, a Plus-Size Show The Wall Street Journal September 16, 2010 Thursday

BYLINE: By Marshall Heyman

BODY:

...set aside her gift bag. (It featured some beauty products, a bag of pistachios, a shot of wheat grass, a no-calorie sparkling kiwi strawberry beverage and a bag of **pretzel crisps**, which in a very plus-size fashion, a reporter finished as he wrote this story.)

Ms. Blonsky turned away a glass of champagne to devote full attention to the show. It was called Belle Époque to

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THE WALL STREET JOURNAL.

The Wall Street Journal Online

September 16, 2010

SECTION: HEARD & SCENE; NY Heard & Scene

LENGTH: 674 words

HEADLINE: Off the Beaten Track, a Plus-Size Show

BYLINE: By Marshall Heyman

BODY:

...set aside her gift bag. (It featured some beauty products, a bag of pistachios, a shot of wheat grass, a no-calorie sparkling kiwi strawberry beverage and a bag of **pretzel crisps**, which in a very plus-size fashion, a reporter finished as he wrote this story.)

Ms. Blonsky turned away a glass of champagne to devote full attention to the show. It was called Belle Époque to

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Body Image Insensitive Brand Pretzel Crips Advertises At Plus Size Fashion Event Crushable September 15, 2010
Wednesday 4:23 PM EST

Copyright 2010 Crushable
Crushable

September 15, 2010 Wednesday 4:23 PM EST

LENGTH: 145 words

HEADLINE: Body Image Insensitive Brand Pretzel Crips Advertises At Plus Size Fashion Event

BYLINE: Liana Maeby

BODY:

..." billed as Fashion Weeks first-ever plus size event (coverage to come!). And what did I find inside the gift bag alongside teeth whitener and a tube of shiny lip gloss? A package of **Pretzel Crips** " the baked snack brand that recently came under fire for offensive ads featuring slogans like oeYou can never be too thin and oeNothing tastes as good as skinny feels. (We spotted the ...

So whats up, **Pretzel Crips**? Are you trying to make amends with your support of a plus size event, or is this another example if get-thin-or-perish mentality?

Post from: Crushable

Body Image Insensitive Brand Pretzel Crips Advertises At ...

PUB-SUBJECT:

Other Stuff;advertising;new york fashion week;OneStopPlus;pretzel Crips

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Copyright 2010 Mashable
Mashable

September 15, 2010 Wednesday 5:00 PM EST

LENGTH: 834 words

HEADLINE: Mashable is Hiring! And 50+ Marketing and Social Media Job Openings

BYLINE: Tamar Weinberg

BODY:

...Copywriter at Bernard Hodes Group in San Mateo, CA.

Global Social Media Manager at Red Bull Media House in Salzburg, Austria.

Mashable is Hiring! And 50+ Marketing and Social Media Job Openings Mashable September 15, 2010 Wednesday
5:00 PM EST

Field Marketing Associate at **Pretzel Crisps** in San Francisco, CA.

Social Media Account Executive: Sports at Turner PR in Denver, CO.

Digital Strategist at Stone Ward in Chicago, IL.

Product Manager, ...

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Copyright 2010 The Tulsa World
Tulsa World (Oklahoma)

September 8, 2010 Wednesday
Final Edition

SECTION: Scene; Pg. D3

LENGTH: 1181 words

HEADLINE: An update for the old snack attack

BYLINE: KIM BROWN World Scene Writer

BODY:

...things cooking. To read more, visit tulsaworld.com/foodchannel : Chip and Dip 2.0: New varieties and new flavors give us something different. It is likely that you will have hummus and falafel chips or **pretzel crisps** at your next party instead of the traditional chip-and-dip duo. The dips are healthier, spicier and often served hot. Small and sensational: We are eating more substantial snacks packed with protein as meal replacements, and ...

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Euromonitor International Sector Capsules

September 2010

LENGTH: 644 words

Sweet and Savoury Snacks in Bolivia Euromonitor International Sector Capsules September 2010

HEADLINE: Sweet and Savoury Snacks in Bolivia

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Gifts & Tablewares

September 1, 2010

SECTION: Pg. 22

LENGTH: 1416 words

HEADLINE: Gourmet Gifts;
Sauces, dips, chocolates, syrups, vinegars and more for holiday gifting and getting.

BYLINE: Lori Smith

BODY:

...Natural Coconut Mango Crunch; All Natural Dark Chocolate Sponge Toffee; Blueberry Almond Bark; Organic Cocoa Crunch Bark; Barberry Almond Bark; Enrobed Organic Black Mission Figs; **Pretzel Crisps**; Milk Chocolate Frites; Milk Chocolate Chili Twists; and Wine Lovers Chocolates. Some 98 percent of the company's products are all-natural and preservative-free. Many are gluten-free.

• KIS Global Flavors ...

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Copyright 2010 San Jose Mercury News
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San Jose Mercury News (California)

September 1, 2010 Wednesday

SECTION: NEWS

LENGTH: 624 words

HEADLINE: Picky Eater: Backpack Treats

BYLINE: By Jolene Thym For the Bay Area News Group

BODY:

...snacks may be the cheapest way to fill a lunchbox, but for those interested in something a bit healthier and more interesting here are details on some of the new, taste-worthy snack options.

Pretzel Crisps: These flattened pretzels are getting slammed for their faulty ad campaign claiming "You can never be too thin," but that doesn't change the fact that they are toasty and crispy, with exactly the right balance of salt and flavor. I liked the ...

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Copyright 2010 Mashable
Mashable

August 30, 2010 Monday 11:08 AM EST

LENGTH: 1678 words

HEADLINE: HOW TO: Respond when Social Media Attacks Your Brand

BYLINE: Stephanie Marcus

BODY:

...alert and monitoring your presence on social media sites, and make sure you are ready with a plan to remedy the situation. Here, responding quickly saved the company a lot of time and effort later.

3. Pretzel Crisps

Most recently **Pretzel Crisps** launched an ad campaign in New York City with four slogans, including "You can never be too thin." The campaign launched in early August with that slogan gracing bus shelters and ad ...

...people's attention. As bloggers continued to post, a video made its rounds of one New Yorker's protest calling the ads a disgrace and listing facts about eating disorders.

The same day, **Pretzel Crisps** sent out an e-mail to bloggers thanking them for their feedback, as well as tweeting, "We didn't intend to advocate unhealthy weight loss with our ads. Thanks to all for the feedback. The ads will be ..."

...may try to justify it, you are promoting eating disorders.

Finally, a week later the company agreed to take down all the offending ads.

What To Learn From Pretzelgate 2010

For all intents and purposes, **Pretzel Crisps** did a great job of responding to a social media attack on their product. They directly and individually responded to complaints over Twitter, and made themselves available for interviews.

HOW TO: Respond when Social Media Attacks Your Brand Mashable August 30, 2010 Monday 11:08 AM EST

The company offered their reasoning, and then listened to the ...

...Public Relations and Social Media

- HOW TO: Pick the Right Social Media Engagement Style

Image courtesy of iStockphoto, KLH49

More About: advertising, ann taylor, brand management, branding, business, **MARKETING**, **Pretzel Crisps**, Snack Factory, social media, social media marketing, Southwest, Southwest Airlines

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PUB-SUBJECT:

business; features; mashable; social media; advertising; ann taylor; brand management; branding; **MARKETING**; **Pretzel Crisps**; Snack Factory; social media marketing; Southwest; Southwest Airlines; economy; business and finance; arts; culture and entertainment; Events; media; transportation; mass media; Product Announcement; advertising; air transportation; news ...

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Mashable

August 29, 2010 Sunday 9:00 AM EST

LENGTH: 790 words

HEADLINE: 50+ Web Development, SEO, Social Media and Sales Job Opportunities

BYLINE: Tamar Weinberg

BODY:

...CA.

User Interface Engineer at PeopleMatter in North Charleston, SC.

Junior Web Designer/Marketer at Practice Fusion in San Francisco, CA.

Field Marketing Associate at **Pretzel Crisps** in San Francisco, CA.

Web Designer/Developer at ADS, Inc. in Virginia Beach, VA.

Communications/PR Intern at Blogtalkradio in New York, NY.

Editorial Intern ...

50+ Web Development, SEO, Social Media and Sales Job Opportunities Mashable August 29, 2010 Sunday 9:00 AM EST



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August 29, 2010 Sunday 9:00 AM EST

LENGTH: 784 words

HEADLINE: 50+ Web Development, SEO, Social Media and Sales Job Opportunities

BYLINE: Tamar Weinberg

BODY:

...CA.

User Interface Engineer at PeopleMatter in North Charleston, SC.

Junior Web Designer/Marketer at Practice Fusion in San Francisco, CA.

Field Marketing Associate at **Pretzel Crisps** in San Francisco, CA.

Web Designer/Developer at ADS, Inc. in Virginia Beach, VA.

Communications/PR Intern at Blogtalkradio in New York, NY.

Editorial Intern ...

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Copyright 2010 The Commercial Appeal, Inc.
The Commercial Appeal (Memphis, TN)

August 21, 2010 Saturday
Final Edition

SECTION: FEATURES; Pg. M1

LENGTH: 115 words

HEADLINE: Snack trends: Healthier, smaller and fruit-flavored

BODY:

...top snack trends report prepared in conjunction with CultureWaves, Mintel International and the International Food Futurists. Some trends:

Snack trends: Healthier, smaller and fruit-flavored The Commercial Appeal (Memphis, TN) August 21, 2010 Saturday

Chip and dip 2.0. New varieties and new flavors - hummus and falafel chips or **pretzel crisps**. Dips are healthier, spicier and often served hot.

Small and sensational. We are eating more substantial snacks packed with protein as meal replacements - a slider at Steak 'n Shake or a Big Mac ...

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Newstex Web Blogs
Copyright 2010 That's Fit
That's Fit

August 18, 2010 Wednesday 11:00 AM EST

LENGTH: 655 words

HEADLINE: Food Ads: Effective or Offensive?

BYLINE: Hilary Walke

BODY:

...2010 (AOL Weblogs delivered by Newstex) --
img credit

AFP/Getty Images

end img creditRecently, a man took guerilla marketing to a new level. Offended by a **Pretzel Crisps** ad with the motto "you can never be too thin," he defaced it with information about eating disorder risks, including individual examples of sufferers.

...ads. Madison Avenue does its best to entice the consumer into craving a product, and the consumer does his best to prevent enticement. Should we really have to engage our strongest willpower 24/7 to avoid the barrage of food messages that advertisers toss our way?

Pretzel Crisps are relatively portion controlled. We asked our readers if they thought this was a harmless marketing scheme or if food companies needs to change their ways. They also told us how they are affected by food ads.

Jaymi L.

I ...

...myself during my anorexic periods, because the skeleton woman in the picture is not the fat woman in my memory (still.) I wouldn't wish it on anyone, and I won't buy these **pretzel crisps** until the marketing campaign is pulled.

Debbie P.

So alarming! I spent most of my young life wanting to see my ribs when the wind blew and I am so blessed now to be

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Copyright 2010 Independent Weekly
The Independent Weekly (Durham, North Carolina)

August 18, 2010 Wednesday

SECTION: EAT & DRINK; Pg. 29 Vol. 27 No. 33 ISSN: 0737-8254

LENGTH: 1447 words

HEADLINE: Sauerkraut for a coleslaw crowd

BYLINE: Snyder, Jane Hobson

BODY:

...at a destination hotel in the German countryside between Stuttgart and Munich.

It is no accident, then, that the Wolfs' "American saloon" features a menu with more than a little German influence. From the warm **pretzel (crisp** and toasty, but small for \$6, even with its decadent spread of butter, Brie, bleu and paprika) to the potato pancakes (with smooth house-made applesauce, tangy and tinged with allspice, \$7) to the German

...

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Copyright 2010 Jezebel
Jezebel

August 13, 2010 Friday 11:14 AM EST

LENGTH: 262 words

HEADLINE: Pretzel Crisps Finally Takes Down All Pro-Ana Ads [Badvertising]

BODY:

Aug. 13, 2010 (Gawker Media delivered by Newstex) --

It took several rounds of blogger outrage, but **Pretzel Crisps** is finally breaking from its intentional denseness about using pro-anorexic slogans as advertising, and will take down all the offending ads. Let's recap.

- 1) A rightfully annoyed reader sends us a photo of a **Pretzel Crisps** outdoor advertisement reading, "Tastes As Good As Skinny Feels," a creepy repurposing of the Wallis Simpson quotation to sell a "diet" snack.
- 2) Several others get annoyed; someone does a clever video of themselves defacing the advertisement with information

Pretzel Crisps Finally Takes Down All Pro-Ana Ads [Badvertising] Jezebel August 13, 2010 Friday 11:14 AM EST

about the dangers of eating disorders.

3) **Pretzel Crisps** says it's going to take down the ads.

4) But then the company pretends that people only objected to the one that was most often pictured ("You Can Never Be Too Thin,") and not the even-more-blatantly-offensive one that says, "Tastes As Good As Skinny Feels." Corporate speak ensues. This indicates that **Pretzel Crisps** is run by people who make Perez Hilton look like a paragon of sensitivity.

4) And just now, **Pretzel Crisps** finally relents and will replace all of its ads in New York and San Francisco with "Perfect For Skinny Dipping," which is what it should have gone with in the first place. Now, was that so hard?

Pretzel Crisps Commits To Changing More Ads In NYC And California By Monday At The Latest [NYCTheBlog]

Earlier: Pretzels Tastefully Marketed To Eating-Disordered Demographic

Pretzel Crisps Backs Off Pro-Ana Ads

Pretzel Crisps Changes Pro-Ana Ads To Something Not Much Better

Newstex ID: GAWK-0016-47870499

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Newstex Web Blogs

Copyright 2010 Crushable

Crushable

August 12, 2010 Thursday 11:06 AM EST

LENGTH: 207 words

HEADLINE: **Pretzel Crisps** Aren't Done with Their Offensive Campaign Yet

BYLINE: Drew Grant

BODY:

...oehealthy living credo. As one of our office editors put it, oeAll this ad is telling me is that I shouldnt even be eating Pretzel Chips if I want to feel really skinny.

Post from: Crushable

Pretzel Crisps Aren't Done with Their Offensive Campaign Yet

Newstex ID: BFME-6992-47841727

PUB-SUBJECT:

Other Stuff;advertising;anorexia;body image;Diet;kate moss;**pretzel Crisps**

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Newstex Web Blogs
Copyright 2010 Gothamist
Gothamist

August 12, 2010 Thursday 11:55 AM EST

LENGTH: 200 words

HEADLINE: Pretzel Crisps Replaces "Thin" With "Skinny" Sentiment

BYLINE: Jen Carlson

BODY:

Aug. 12, 2010 (Gothamist delivered by Newstex) --

Photo via Jezebel When **Pretzel Crisps** sprinkled the city with an ad campaign that read:

...Kate Moss was once criticized for spouting, with many critics noting it can encourage girls to become anorexic. That phrase is: Tastes As Good As Skinny Feels.

These ads allegedly always existed, but **Pretzel Crisps** say they were "never part of the debate" so they were used to replace the "too thin" ads. The editor of Crushable told NYC the Blog today, "What's both offensive and evenly mildly subversive about these pretzel campaigns is that they are removing that layer of filtering and saying straight up: You need to be thinner."

Pretzel Crisps' Perry Abbenate basically told one reporter, "that they were a small company and need to catch people's attention and at least there were no models in bikinis or something to that extent."

Newstex ID: GOTH-0005- ...

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Product Launch Tracker

August 9, 2010 Monday

LENGTH: 112 words

HEADLINE: Snack Factory's range of Deli Style **Pretzel Crisps** in Original, Everything, Garlic Parmesan, Sesame varieties available in USA

Snack Factory's range of Deli Style Pretzel Crisps in Original, Everything, Garlic Parmesan, Sesame varieties available in USA Product Launch Tracker August 9, 2010 Monday

BODY:

We have learned that Snack Factory Deli Style **Pretzel Crisps** have been introduced in new 7.2 oz. bags that are said to contain 20 percent more chips than previous 6 oz. bags. The packaging also has "brighter colors, an updated logo, and sparkling new photography that showcases **Pretzel Crisps'** stackably thin goodness." Available in the USA from Snack Factory, the suggested retail price will remain at \$2.99 per bag. Flavors include Original, Everything and new Garlic Parmesan and Sesame. Touted as "incredibly thin, flat baked pretzels," **Pretzel Crisps** have "no trans fats, no saturated fats, no cholesterol and only 110 calories per serving."

Manufacturer:

Snack Factory

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Product Launch Tracker

August 9, 2010 Monday

LENGTH: 142 words

HEADLINE: Snack Factory's range of **Pretzel Crisps** Indulgent Line in Milk Chocolate Crunch, Caramel Crunch, Peanut Butter Crunch & 1 other varieties available in USA

BODY:

New Milk Chocolate Crunch and Caramel Crunch flavors have been added to the Snack Factory Indulgent Line of **Pretzel Crisps**. Along with Peanut Butter Crunch, Chocolate and Dark Chocolate Crunch, these flavors are expected to be introduced for Fall 2010 in smaller 2.5 oz. rack display bags. The packaging will have brighter colors, an updated logo, new photography and will be priced at \$1.99 each. Sold in the USA by Snack Factory, the **Pretzel Crisps** are "free of trans fats, saturated fat and cholesterol." The Indulgent line is said to represent a healthier and lower-calorie alternative to traditional fat-laden chips and candies. Literature claims Dark Chocolate **Pretzel Crisps** have 110 calories and 5g trans fat per serving as compared to 210 calories and 16g of fat per serving of the leading premium brand of dark chocolate.

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Copyright 2010 Jezebel
Jezebel

August 6, 2010 Friday 5:30 PM EST

LENGTH: 387 words

Pretzel Crisps Replaces Pro-Ana Ads With...More Pro-Ana Ads [Badvertising] Jezebel August 6, 2010 Friday 5:30 PM EST

HEADLINE: Pretzel Crisps Replaces Pro-Ana Ads With...More Pro-Ana Ads [Badvertising]

BODY:

Aug. 6, 2010 (Gawker Media delivered by Newstex) --

If you thought the saga of the thinspiration **Pretzel Crisps** ad ended when the company agreed to take down the offending ads, you were wrong. Because it turns out the company is construing its promise rather... narrowly.

...month, Perez Hilton, no beacon of sensitivity, actually pulled t-shirts he had with that slogan, saying he had done so because "didn't want to encourage anyone to possibly be anorexic."

But apparently that still needs to be explained to **Pretzel Crisps'** marketing people, because when we reached out to **Pretzel Crisps'** Perry Abbenate, who has been fairly responsive to bloggers after widespread complaints, this is what he told us:

We took down the "You can never be too thin" ads because some people took offense to them and we didn't want anyone thinking we ...

...one of the other three.

Willfully dense or in need of even more education? In case it's the latter, sir, please see above.

Earlier: Pretzels Tastefully Marketed To Eating-Disordered Demographic

Pretzel Crisps Backs Off Pro-Ana Ads

Kate Moss: "Kate Moss "Nothing Tastes As Good As Skinny Feels" Backlash

Perez Pulls Pro-Ana Shirts

Images via K. Knipfing

Newstex ...

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Newstex Web Blogs

Copyright 2010 Jezebel via Twitter

Jezebel via Twitter

August 6, 2010 Friday 12:00 AM EST

LENGTH: 211 words

HEADLINE: Jezebel via Twitter

BYLINE: Jezebel

BODY:

sup08-06-2010 at 19:55:02 UTCsup

Jezebel via Twitter Jezebel via Twitter August 6, 2010 Friday 12:00 AM EST

"D.C.'s Housewives: Everybody Hates Michaela Salahi "
 sup08-06-2010 at 20:12:41 UTCsup

'Pretzel Crisps Replaces Pro-Ana Ads With...More Pro-Ana Ads '
 sup08-06-2010 at 21:31:11 UTCsup

'A Small Tribute To Bad Yearbook Photos '
 sup08-06-2010 at 22:48:37 ...

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Copyright 2010 Newstex LLC
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 Newstex Web Blogs
 Copyright 2010 Crushable
 Crushable

August 5, 2010 Thursday 3:29 PM EST

LENGTH: 335 words**HEADLINE:** Attention Advertisers: Bloggers Do Have the Power, At Least When It Comes to Pretzels**BYLINE:** Drew Grant**BODY:**

Thankfully, the PR guys for **Pretzel Crisps** " which recently put out an equally body-unfriendly ad that showed pictures of their sliver-stacked product with the tag-line "oeYou Can Never Be Too Thin " seem to realize that you cant just ...

...an outcry for quote-unquote womens bloggers, but local activists as well, who went so far as to vandalize the ad with statistics about the dangers of anorexia and body-image disorders. Now **Pretzel Crisps** is going around apologizing to the Internet and anyone who was offended by the campaign. Heres the comment we received today:

We appreciate the feedback received from the blog community and are now going in a new direction with our ad campaign. The ...

...way advocate unhealthy weight loss or want to promote a bad body image. The ads are coming down asap! Thanks again, and our apologies for any offense caused. " Perry at **Pretzel Crisp**

We forgive you Perry, but you can really make it up to us by buying some ad space on a couple of those blogs you offended and putting up those healthy eating stats you mentioned, where people ...

PUB-SUBJECT:

Other Stuff;advertising;Eat Less;Internet;old spice;**pretzel Crisps**;you can never be too thin; economy; business and finance; media; advertising

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Pretzel Crisps 'Thin' Ads Move One New Yorker to Take Action Crushable August 4, 2010 Wednesday 11:02 AM EST

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Newstex Web Blogs
Copyright 2010 Crushable
Crushable

August 4, 2010 Wednesday 11:02 AM EST

LENGTH: 87 words

HEADLINE: Pretzel Crisps 'Thin' Ads Move One New Yorker to Take Action

BYLINE: Drew Grant

BODY:

Aug. 4, 2010 (b5media delivered by Newstex) --

Hey, remember those **Pretzel Crisp** oeYou can never be too thin? ads that had us all riled up for a hot second, before remembering that shock-value is just another way to sell your product? We hadn't actually seen this particular ad in the city, but last night NYCtheBlog caught a body image-conscious citizen marking up the campaign with their own interpretation:

Post from: Crushable

Pretzel Crisps 'Thin' Ads Move One New Yorker to Take Action

Newstex ID: BFME-6992-47596695

PUB-SUBJECT:

Other Stuff;body image;NYCtheBlog;pretzel Crisps;street art

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Newstex Web Blogs
Copyright 2010 Gothamist
Gothamist

August 4, 2010 Wednesday 1:40 PM EST

LENGTH: 197 words

HEADLINE: Pretzel Ad Hits NYC Streets, Promotes Eating Disorders

BYLINE: Jen Carlson

BODY:

Pretzel Ad Hits NYC Streets, Promotes Eating Disorders Gothamist August 4, 2010 Wednesday 1:40 PM EST

...2010 (Gothamist delivered by Newstex) --

Photo by K.Knipfing

A reader sent us the above photo, taken at the northeast corner of 1st and 1st. She wrote, "A timeless message from **Pretzel Crisps** reminding you that you will never reach any goal when it comes to your body." Many others have shared her sentiment against the campaign, and last night NYC The Blog took some video of one of the ads ...

Most controversial pretzel campaign ever? **Pretzel Crisps** (put out by the Snack Factory) has been responding to the public outrage via their Twitter, saying they are "using the word [#x2dc]thin in a creative way to describe our product," and that people "seem to be interpreting it ...

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Newstex Web Blogs
Copyright 2010 Jezebel
Jezebel

August 4, 2010 Wednesday 5:08 PM EST

LENGTH: 57 words

HEADLINE: Pretzel Crisps Backs Off Pro-Ana Ads [Badvertising]

BODY:

Aug. 4, 2010 (Gawker Media delivered by Newstex) --

Pretzel Crisps tells Stephanie Marcus, "Based on the feedback received from you and other bloggers, we are switching directions with our ad campaign and will be taking the [#x2dc]You can never be too thin' ads down." Smart move (OOTC:SMVE) !

...

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Newstex Web Blogs
Copyright 2010 Jezebel
Jezebel

August 4, 2010 Wednesday 11:16 AM EST

LENGTH: 58 words

HEADLINE: The Educational Defacing Of Pro-Anorexic Pretzel Ad [Badvertising]

The Educational Defacing Of Pro-Anorexic Pretzel Ad [Badvertising] Jezebel August 4, 2010 Wednesday 11:16 AM EST

BODY:

Aug. 4, 2010 (Gawker Media delivered by Newstex) --

videoId: kIBMvfM3cQ4 /videoId: kIBMvfM3cQ4 Here's an act of civic protest we can get behind: emblazoning the "you can never be too thin" message of a **Pretzel Crisps** ad with information about risks of anorexia, and the names and faces of some of its casualties.

Newstex ID: GAWK-0016-47596871

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Copyright 2010 Salon.com, Inc.
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Salon.com

August 4, 2010 Wednesday

SECTION: BROADSHEET

LENGTH: 153 words

HEADLINE: Feminist remix of "thin" pretzels ad

BYLINE: Tracy Clark-Flory

BODY:

When I came across Snack Factory's latest campaign for its "thin, crunchy" **Pretzel Crisps**, I merely rolled my eyes and carried on with my day (my days being filled with eye-rolling encounters with advertising). A better, fiercer person than I might instead have done as the ...

All it took was some scotch tape, a list of facts about anorexia and, best of all, this concise rejoinder to **Pretzel Crisp's** dim-witted slogan: "Actually, you can." He also alerted NYC The Blog so that there was someone on-hand to document the whole thing and then broadcast it to the world. And now we have this damn fine example of feminist culture-jamming. ...

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Copyright 2010 Stagnito Media Food Group
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Convenience Store News

August 2010

LENGTH: 1716 words

HEADLINE: Time Is Ripe For Perishables

BYLINE: Barbara Grondin Francella

BODY:

...baby carrots/celery/dip and pepperoni/cheese cubes, as well as prepackaged products such as Disney Garden's apple/cheese cube/pretzel combinations; Oscar Mayer meat/cheese/cracker trays; Sabra hummus and **pretzel crisps**; hard boiled eggs; and string cheese. Meanwhile, Wawa customers will find year-round favorites and seasonal varieties of fresh fruit; veggies with ranch or peanut butter dip; apples with peanut butter or ...

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ASAP

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Snack Food & Wholesale Bakery

August 1, 2010

SECTION: Pg. 41(3) Vol. 99 No. 8 ISSN: 1096-4835

LENGTH: 1496 words

HEADLINE: Twisted treats: to compete with the variety of new salty snacks moving into the market, pretzel manufacturers are delivering a fresh twist on an old classic.

BYLINE: Roth, Jen

BODY:

...

...

That's because the Skillman, N.J.-based company extended its **Pretzel Crisps** line of thin, crunchy, deli-style pretzel crackers to welcome new varieties that test the limits of traditional pretzel manufacturing.

...

Adding to its Indulgent **Pretzel Crisps** lineup are Milk Chocolate Crunch and Caramel Crunch varieties, with the crisps dunked in respective confectionary dippings.

"Because of the flat shape, **Pretzel Crisps** are perfect for pairing with dips, spreads, meats, cheeses and perform in a way that traditional pretzels can't," says Perry Abbenante, senior vice president of marketing. "We believe that quick and easy entertaining solutions are becoming more popular. People have less time to create meals or appetizers for entertaining."

...

Day at the farm Wisconsin State Journal (Madison, Wisconsin) July 9, 2010 Friday

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Copyright 2010 Madison Newspapers, Inc.
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Wisconsin State Journal (Madison, Wisconsin)

July 9, 2010 Friday
ALL EDITION

SECTION: TASTE; Side Dishes; Pg. C1

LENGTH: 404 words

HEADLINE: Day at the farm

BYLINE: State Journal staff, wire reports

BODY:

...Ridge Reserve cheese.

For more information, visit wholefoodsmarket.com and find the Madison store.

When pretzels fall flat

We've discovered the whole flat issue is not always a bad thing.

Pretzel Crisps come in a variety of flavors - from Cinnamon Toast to Tuscan Three Cheese (both from the Modern Classics line) - and our taste testers found them equally nosh-able.

A 5-ounce package sells for \$4.50 at pretzelcrisps.elsstore.com

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ASAP
Copyright 2010 BNP Media
Prepared Foods

July 1, 2010

SECTION: Pg. 10(1) Vol. 179 No. 7 ISSN: 0747-2536

LENGTH: 119 words

HEADLINE: Tastes like butter;
new product trends

BYLINE: Tillman, Ashley

Tastes like butter; new product trends Prepared Foods July 1, 2010

BODY:

Nabisco's Ritz brand has been particularly innovative in launching product extensions that build from the iconic Ritz cracker format. Recently, the brand has introduced Nabisco Ritz Munchables Buttery Flavor **Pretzel Crisps**. Each crisp is comprised of a salty, crunchy pretzel on the outside and a bite-sized, buttery and rich cracker on the inside. This creates a unique flavor profile, combining the slightly sweet taste of a traditional Ritz cracker with a salty pretzel. The range also includes cheesy sour cream flavor and onion flavor. Nabisco Ritz Munchables Buttery Flavor **Pretzel Crisps** serve as an example of an innovative twist on a classic snack.

Ashley Tillman, Mintel Global New Products Database (GNPD)

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Copyright 2010 Chicago Tribune Company
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Chicago Tribune

June 16, 2010 Wednesday
Chicagoland Final Edition

SECTION: GOOD EATING ; ZONE N; Shelf Life ; Pg. 2

LENGTH: 165 words

HEADLINE: Shelf Life

BYLINE: By Fauzia Arain, TRIBUNE NEWSPAPERS

BODY:

When pretzels fall flat

We've discovered the whole flat issue is not always a bad thing. **Pretzel Crisps** come in a variety of flavors -- from Cinnamon Toast to Tuscan Three Cheese (both from the Modern Classics line) -- and our taste testers found them equally noshable. A 5-ounce package sells for ...

GRAPHIC:

...containing three 3-ounce bags is \$31.50 at puredark.com.

\ Photo (color): When pretzels fall flat

We've discovered the whole flat issue is not always a bad thing. **Pretzel Crisps** come in a variety of flavors -- from Cinnamon Toast to Tuscan Three Cheese (both from the Modern Classics line) -- and our taste testers found them equally noshable. A 5-ounce package sells for ...

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Copyright 2010 McClatchy-Tribune Business News

McClatchy-Tribune Photo Service June 2, 2010 Wednesday

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McClatchy-Tribune Photo Service

June 2, 2010 Wednesday

LENGTH: 39 words

BYLINE: Bill Hogan, Chicago Tribune, MCT

BODY:

Pretzel Crisps come in a variety of flavors, from Cinnamon Toast to Tuscan Three Cheese. (Bill Hogan/Chicago Tribune/MCT)

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Copyright 2010 The Deseret News Publishing Co.
Deseret Morning News (Salt Lake City)

May 26, 2010 Wednesday

LENGTH: 1028 words

HEADLINE: Wonka chocolate bars truly scrumdiddlyumptious

BYLINE: Bonnie Tandy Leblang and Carolyn Wyman Universal Press Syndicate

BODY:

...it is (although it does have a sophisticated undercurrent of nuts). In short, these are excellent upscale chocolate bars with a kiddie name that will, sadly, probably never find their adult market. Ritz Munchables **Pretzels Crisps**. Buttery Flavor, and Cheesy Sour Cream and Onion. \$3.79 per 12.25-ounce box. Bonnie: Pretzel on the outside and a Ritz cracker inside: That's Ritz Munchables. I'd snack on ...

...silver-dollar-sized Munchables are also too small to top with a cheese slice or dunk into the dip they need. Give me a plain old 100-percent Ritz cracker or 100-percent pretzel Snack Factory **Pretzel Crisp** any day. Cream of Wheat Instant Hot Cereal. Healthy Grain Original, Healthy Grain Maple Brown Sugar, and SpongeBob SquarePants Variety Pack. \$3.99 per 12.7-ounce box ...

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Copyright 2010 Mouthful
Mouthful

May 26, 2010 Wednesday 7:00 AM EST

More kitchen panel reviews Mouthful May 26, 2010 Wednesday 7:00 AM EST

LENGTH: 764 words

HEADLINE: More kitchen panel reviews

BYLINE: amweigl

BODY:

...Bear-Naked Grain-ola Tropical Fruit Bar: YES, subject to price.

2. Stretch Island Fruit Co. strips and rolls (also taken on the hike): YES, subject to price.

3. Ritz **Pretzel Crisps**: MAYBE -- not as good as regular RITZ crackers, but OK with any kind of unhealthy dip.


4. McCormick herb & spice packs: NO. We'll use the great chicken recipe again, but the ...

...smoothies, "no seeds" (from the kids).

Cons: Contains added sugar, not strong enough fruit flavor, honey vanilla tasted 'spoiled' and 'sour' (again, from the kids).

3. Ritz Munchables

The Ritz Munchables **Pretzel Crisps** literature accompanying today's sample says that there's a Ritz cracker hiding inside each pretzel in the box. Well, I'm not getting that. My daughter and I, big pretzel eaters, thought these ...

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 Copyright 2010 ProQuest Information and Learning
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 New Haven Register

May 26, 2010 Wednesday

SECTION: D; Pg. 2

LENGTH: 1002 words

HEADLINE: Wonka Exceptionals Chocolate Bars. Scrumdiddlyumptious, [Derived Headline]

BYLINE: Rick Sandella

BODY:

...it is (although it does have a sophisticated undercurrent of nuts).

In short, these are excellent upscale chocolate bars with a kiddie name that will, sadly, probably never find their adult market.

Ritz Munchables **Pretzels Crisps**. Buttery Flavor, and Cheesy Sour Cream and Onion. \$3.79 per 12.25-ounce box.

Bonnie: Pretzel on the outside and a Ritz cracker inside: That's Ritz Munchables. I'd snack on ...

...silver- dollar-sized Munchables are also too small to top with a cheese slice or dunk into the dip they need.

Give me a plain old 100-percent Ritz cracker or 100-percent pretzel Snack Factory **Pretzel Crisp** any day.

Cream of Wheat Instant Hot Cereal. Healthy Grain Original, Healthy Grain Maple Brown Sugar, and SpongeBob SquarePants Variety Pack. \$3.99 per 12.7-ounce box ...

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Copyright 2010 York Newspapers, Inc.
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The York Dispatch (Pennsylvania)

May 26, 2010 Wednesday

SECTION: FOOD

LENGTH: 1007 words

HEADLINE: SUPERMARKET SAMPLER: Marketing misses the mark

BODY:

...silver-dollar-sized Munchables are also too small to top with a cheese slice or dunk into the dip they need.

Give me a plain old 100-percent Ritz cracker or 100-percent pretzel Snack Factory **Pretzel Crisp** any day.

Cream of Wheat Instant Hot Cereal. Healthy Grain Original, Healthy Grain Maple Brown Sugar, and SpongeBob SquarePants Variety Pack. \$3.99 per 12.7-ounce box ...

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Copyright 2010 Tower Media, Inc.
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The Daily News of Los Angeles

May 19, 2010 Wednesday
VALLEY EDITION

SECTION: L.A. LIFE; Pg. L3

LENGTH: 282 words

HEADLINE: Cookbook

BODY:

Natalie Haughton

New munchies

Kraft has introduced Ritz Munchables **Pretzel Crisps**, a combination of a pretzel with a Ritz cracker. Available in either Cheesy Sour Cream & Onion or Buttery Flavor, the crisps are 20 percent smaller than classic Ritz crackers with a pretzel- ...

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April 28, 2010 Wednesday 1:45 PM GMT

SECTION: FOOD

LENGTH: 62 words

HEADLINE: Snack Factory to launch new **pretzel crisps** at Whole Foods Market stores

HIGHLIGHT:

Snack Factory has reported that it will launch its new modern classics line of **pretzel crisps** at Whole Foods Market stores nationwide in May 2010.

BODY:

The new line will join the current Deli Style and chocolate-covered special edition products in the **pretzel crisps** lineup. Perry Abbenante, vice president of marketing at Snack Factory, said: "The growth in natural foods arena has been tremendous and it's a space where we've really not been represented. The new line targets that ...

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PR Newswire

April 27, 2010 Tuesday 6:00 AM EST

Snack Factory Announces Whole Foods Market Launch; "Modern Classics line of Pretzel Crisps will hit stores in May." PR Newswire April 27, 2010 Tuesday 6:00 AM EST

LENGTH: 377 words

HEADLINE: Snack Factory Announces Whole Foods Market Launch;
"Modern Classics line of **Pretzel Crisps** will hit stores in May."

DATELINE: PRINCETON, N.J., April 27

BODY:

PRINCETON, N.J., April 27 /PRNewswire/ -- Snack Factory announced today that it will launch its new Modern Classics line of **Pretzel Crisps** at Whole Foods Market stores nationwide in May.

...Wilson, the founders of Snack Factory and former owners of New York Style Bagel Chip Company.

The new line will join the current Deli Style and chocolate-covered Special Edition products in the **Pretzel Crisps** lineup.

Modern Classics were designed with the natural foods consumer and Whole Foods Market in mind. "The growth in natural foods arena has been tremendous and it's a space where we've really not been represented. The new line targets that space with a new look and unique flavors," said Perry Abbenante, Vice President of Marketing for Snack Factory.

Pretzel Crisps Modern Classics are a good fit for Whole Foods Market, according to Senior Global Grocery Coordinator Errol Schweizer. "Our east coast regions have had great success with **Pretzel Crisps** over the past few years. The product is a great snack option and we feel it's going to be a hit nationwide."

With only 110 calories per serving and four delicious flavors including Tuscan ...

...owners of the New York Style Bagel Chip Company and the Funnel Cake Factory. Located in Princeton New Jersey, Snack Factory continues to develop and bring to market high quality and unique products. **Pretzel Crisps** can currently be found in your supermarket's deli and at fine stores near you. For more information on Snack Factory's **Pretzel Crisps** please visit www.pretzelcrisps.com.

SOURCE Snack Factory

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Copyright 2010 Datamonitor
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Product Launch Tracker

April 23, 2010 Friday

LENGTH: 104 words

HEADLINE: Snack Factory **Pretzel Crisps**'s range of Thin Crunchy Pretzel Snacks in Classic, Tuscan Three Cheese, Cinnamon Toast, Supreme varieties available in USA

BODY:

Thin Crunchy Pretzel Snacks called **Pretzel Crisps** have been introduced in the USA under the Snack Factory

Snack Factory Pretzel Crisps's range of Thin Crunchy Pretzel Snacks in Classic, Tuscan Three Cheese, Cinnamon Toast, Supreme varieties available in USA Product Launch Tracker April 23, 2010 Frida

brand name. The "all natural" varieties - Classic, Tuscan Three Cheese (sprinkled with all natural romano, asiago and parmesan cheese flavors), Cinnamon Toast (...

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The Charlotte Observer

Found on Charlotte • com
Charlotte Observer (North Carolina)

April 20, 2010 Tuesday

LENGTH: 873 words

HEADLINE: Best of The Grocery Inserts

BYLINE: TheDealDivas

BODY:

...transaction)

Kraft Macaroni and Cheese Homestyle Deluxe Dinners 2/\$5

Oreo Fudge Mint Cremes Cookies or Nabisco 100 Calorie Petites 2/\$5

Nabisco Ritz Munchables **Pretzel Crisps** \$2.99

Oscar Mayer Selects Angus Beef Franks 2/\$8 Buy any 3 Kashi Items, Get \$3 off : (limit one per transaction, excludes ...

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Copyright 2010 Detroit Free Press
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Detroit Free Press (Michigan)

April 1, 2010 Thursday

SECTION: LIFE; Pg. D2

LENGTH: 80 words

Taste test: Ritz Munchables Pretzel Crisps; The scoop: New from Nabisco, these crisps are smaller than traditional Ritz crackers and have a pretzel outside and a Ritz cracker inside. Varieties are But

HEADLINE: Taste test: Ritz Munchables **Pretzel Crisps**;

The scoop: New from Nabisco, these crisps are smaller than traditional Ritz crackers and have a pretzel outside and a Ritz cracker inside. Varieties are Buttery flavor and Cheesy Sour Cream and Onion.

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Copyright 2010 The Florida Times-Union
Florida Times-Union (Jacksonville)

March 25, 2010 Thursday

SECTION: CONSUMER PANEL; Pg. E-7

LENGTH: 595 words

HEADLINE: Pasta and veggie dish is tasty, but ...;

Panelists say they doubt there are two servings of vegetables in pouch.

BYLINE: ANN J. KELLEY

BODY:

...FOR ON YOUR GROCERY SHELF

- Chocolate Cheerios Cereal: made with real cocoa.
- Tropicana Trop 50 Pineapple Mango Juice: 50% less sugar and calories than other juices.
- Ritz Munchables **Pretzel Crisps**: Buttery or Cheesy Sour Cream & Onion.

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Copyright 2010 Star Tribune
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Star Tribune (Minneapolis, MN)

March 18, 2010 Thursday
METRO EDITION

SECTION: TASTE; Pg. 3T

LENGTH: 342 words

HEADLINE: tidbits

BYLINE: AL SICHERMAN, STAR TRIBUNE (Mpls.-St. Paul)

tidbits Star Tribune (Minneapolis, MN) March 18, 2010 Thursday

BODY:

...other side pretzely. In fact, he thought the item, eaten as a whole, was a slightly pretzelish Town House cracker.

Now, after an unusual two-year gap, we have Ritz Munchables "**pretzel crisps**" -- "pretzel outside, cracker inside." Mr. Tidbit still hasn't come up with that cracker-flensing tool, so once more he is forced to describe the item eaten as a whole: It is a pretzelish ...

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Progressive Grocer

March 16, 2010

SECTION: FEATURES; CENTER STORE

LENGTH: 559 words

HEADLINE: SPORTS MARKETING: Kraft Scores 'Slam Dunk' Partnership With NCAA, CBS Sports

BODY:

...CBS Sports' NCAA corporate marketing program."

The inaugural sampling program during NCAA March Madness will feature Wheat Thins snacks and two of Kraft's latest snack items, Ritz Munchables **pretzel crisps** and Planters Flavor Grove almonds and cashews. Additionally, consumers can follow Mr. Peanut's Road to the 2010 NCAA Final Four in Indianapolis by becoming fans of Mr. Peanut on Facebook. ...

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Copyright 2010 Business Wire, Inc.
Business Wire

March 11, 2010 Thursday 3:00 PM GMT

LENGTH: 884 words

HEADLINE: Kraft Foods Scores Multi-Season Partnership with the NCAA® and CBS Sports; Major Snack Brands Named Official "Cracker," "Nut" and "Cookie" of all 88 NCAA Championships

DATELINE: EAST HANOVER, N.J.

BODY:

Kraft Foods Scores Multi-Season Partnership with the NCAA® and CBS Sports; Major Snack Brands Named Official "Cracker," "Nut" and "Cookie" of all 88 NCAA Championships Bu

...Sports' NCAA corporate marketing program."

The initial sampling effort during NCAA March Madness® will feature Wheat Thins snacks and two of the company's newest snack products: Ritz Munchables **pretzel crisps** and Planters Flavor Grove almonds and cashews. In addition, people can follow Mr. Peanut's Road to the 2010 NCAA Final Four in Indianapolis by becoming fans of Mr. Peanut on ...

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Copyright 2010 adfinitum networks, Inc.
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GlobalAdSource (English)

March 10, 2010 Wednesday

LENGTH: 35 words

HEADLINE: MUNCHABLES PRETZEL CRISPS

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Copyright 2010 Datamonitor
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Product Launch Tracker

March 8, 2010 Monday

LENGTH: 64 words

HEADLINE: Nabisco Ritz Munchables's range of **Pretzel Crisps** in Buttery Flavor, Cheesy Sour Cream & Onion varieties available in USA

BODY:

New Nabisco Ritz Munchables **Pretzel Crisps** are "pretzel outside plus cracker inside." The "naturally flavored" Buttery Flavor **Pretzel Crisps** are sold in the USA in a 12.25 oz. (347g) box by Kraft Foods Global, Inc. This product is also offered in a Cheesy Sour Cream & Onion flavor. The retail price is ...

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Copyright 2010 Datamonitor
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Product Launch Tracker

February 19, 2010 Friday

Snack Factory Pretzel Crisps Brand's range of Deli Style Thin Crunchy Pretzel Crackers in Rosemary & Olive Oil variety available in Canada, USA Product Launch Tracker February 19, 2010 Friday

LENGTH: 49 words

HEADLINE: Snack Factory **Pretzel Crisps** Brand's range of Deli Style Thin Crunchy Pretzel Crackers in Rosemary & Olive Oil variety available in Canada, USA

BODY:

Snack Factory **Pretzel Crisps** Brand Deli Style Thin Crunchy Pretzel Crackers are available to USA and Canadian consumers. They have been introduced in a new Rosemary & Garlic flavor by Snack Factory, Inc. that is presented in a

...

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ASAP

Copyright 2009 BNP Media

Candy Industry

December 1, 2009

SECTION: Pg. 105(6) Vol. 174 No. 12 ISSN: 0745-1032

LENGTH: 3453 words

HEADLINE: RC manufacturer guide;
Directory

BODY:

...Hershey Co.

The Incredible Chocolate Co

The Inventure Groupo

The Poppa Fudge Co.

The Snack Factory

P.O. Box 3562

Princeton, NJ 08543

(888)683-5400(609)683-5400

www.pretzelcrisps.com

Tillamook Country Smoker

TNT Marketing

2100 Six Flags E. Rd.

Arlington, TX 76011

(817)226-8200

Fax: (817)460-4527

info@tntmarketing.com

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Product Launch Tracker

November 30, 2009 Monday

LENGTH: 138 words

HEADLINE: Cindy's Kitchen's range of All Natural Singles-to-go Snacks in All Natural Singlestogo Snacks Fresh Buttermilk Ranch Dip with Carrots, All Natural Singlestogo Snacks Fire Roasted Red Pepper & Goat Cheese Dip with Crackers, All Natural Singlestogo Snacks Dijon Wasabi Dip with **Pretzel Crisps** & 3 other varieties available in USA

BODY:

...Dip with Carrots (dip 1.5 oz./carrots 2 oz.), Fire Roasted Red Pepper & Goat Cheese Dip with Crackers (dip 1.5 oz./crackers 1 oz.) and Dijon Wasabi Dip with **Pretzel Crisps** (dip 1.5 oz./pretzel crisps 0.8 oz.). Also available are "dairy-free & soy base" Caramelized Onion Dip with Crackers (dip 1.5 oz./crackers 1 oz.) and Hot Pot Dipping Sauce with TofuStix (dip 1.5 oz./ ...

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ASAP
Copyright 2009 BNP Media
Snack Food & Wholesale Bakery

November 1, 2009

SECTION: Pg. 49(1) Vol. 98 No. 11 ISSN: 1096-4835

LENGTH: 119 words

HEADLINE: VMG Partners acquires snack factory;
Snack Food Today

VMG Partners acquires snack factory; Snack Food Today Snack Food & Wholesale Bakery November 1, 2009

BODY:

VMG Partners, a San Francisco-based investment firm, has purchased the Snack Factory, which sells snacks under the **Pretzel Crisps** brand.

[ILLUSTRATION OMITTED]

VMG Partners, which invests in small companies ranging from \$10 to \$100 million in annual sales, also owns Roberts American Gourmet, the Sea Cliff, N.Y.-based company that markets and sells snacks under the Pirate's Booty brand, according to its Web site.

The **Pretzel Crisps** brand was launched in 2004 by Warren and Sara Wilson and is based in Skillman, N.J. The line is sold to club store, retail grocery and mass merchandiser channels.

Houlihan Lokey, an international ...

213 of 331 DOCUMENTS

Copyright 2009 PR Newswire Association LLC
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PR Newswire

October 26, 2009 Monday 7:00 AM EST

LENGTH: 662 words

HEADLINE: Warheads Sour Chewy Cubes Sweeten Seaworld's Halloween 'Spooktacular' Event

DATELINE: COLORADO SPRINGS, Colo., Oct. 26

BODY:

...extreme sour candy, will provide 700,000 free samples of Sour Chewy Cubes to more than 200,000 children and family members for the month-long event. Other suppliers of Spooktacular treats include **Pretzel Crisps**, Baskin Robbins candy, Chiquita minis, the National Peanut Board, Crayola and more. "This promotion marries one of the top national sour confections brands for kids in a marketing effort with one of their ...

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Copyright 2009 Journal and Courier (Lafayette, IN)
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Journal and Courier (Lafayette, Indiana)

September 6, 2009 Sunday

SECTION: LOCAL; Pg. 15C

LENGTH: 2661 words

HEADLINE: Tippecanoe County restaurant inspections**BODY:**

...corrected.

Family Express

3350 U.S. 52 South

Date of inspection: Aug. 21

Critical violations (3):

There are containers of motor oil stored beside potato fries, and Heet antifreeze stored beside **pretzel crisps** in the back dry storage area. To be corrected today.

Measured chocolate milk at 46.3 degrees in the reach-in section of the walk-in/reach-in refrigeration case. To be corrected today.

...

215 of 331 DOCUMENTS

Copyright 2009 ProQuest Information and Learning
All Rights Reserved
Copyright 2009 Philadelphia Weekly
Philadelphia Weekly

September 2, 2009 - September 8, 2009

SECTION: FOOD & DRINK; Pg. 33

LENGTH: 989 words

HEADLINE: He Sells Sea Shells

BYLINE: Erace, Adam.

By Adam Erace aerace@philadelphiaweekly.com

BODY:

...a dozen Mystic oysters chased away the Delaware Bay blues. I hate to hate on my half-shelled homeboys, but the Mystics were magic, as sweet and salty as a chocolate-covered **pretzel, as crisp** and clear as a fork chiming a Champagne glass.

With oysters as good as these, any ostentation further than classic mignon- ette would be like covering a grass-fed filet mignon in Heinz 57. Or ...

216 of 331 DOCUMENTS

Package sizes growing larger at grocery stores Athens Banner-Herald August 9, 2009 Sunday

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Dow Jones Factiva

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Athens Banner-Herald

August 9, 2009 Sunday

SECTION: BUSINESS

LENGTH: 720 words

HEADLINE: Package sizes growing larger at grocery stores

BODY:

...spokesman Chris Kuechenmeister said. He said Frito-Lay was unsure if these changes, originally taken about six months ago, would be permanent.

Elsewhere in the chip aisle, The Snack Factory increased the size of some of its **pretzel crisps** line by 25 percent, to 7.5 ounces from 6 ounces, earlier this summer. The promotion should last through the summer, said marketing director Milt Weinstock.

Offering more for the same price is one ...

217 of 331 DOCUMENTS

Copyright 2009 The Tennessean
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The Tennessean (Nashville, Tennessee)

July 26, 2009 Sunday

SECTION: BUSINESS

LENGTH: 618 words

HEADLINE: Grocery bills' meteoric rise is slowing

BYLINE: BUSINESS01

BODY:

...by weight) for the same price, said Frito-Lay North America spokeswoman Aurora Gonzalez.

Last year, Frito-Lay had reduced serving sizes without coming down on price.

Grocery bills' meteoric rise is slowing The Tennessean (Nashville, Tennessee) July 26, 2009 Sunday

Pretzel Crisps, owned by New Jersey-based The Snack Factory Inc., did something similar in a promotion set to end next month, by adding 1.5 ounces more pretzels per bag ...



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Copyright 2009 Associated Press
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The Associated Press

July 21, 2009 Tuesday

SECTION: BUSINESS NEWS

LENGTH: 825 words

HEADLINE: Meltdown 101: Package sizes at the grocery store

BYLINE: By EMILY FREDRIX, AP Food Industry Writer

BODY:

...spokesman Chris Kuechenmeister said. He said Frito-Lay was unsure if these changes, originally taken about six months ago, would be permanent.

Elsewhere in the chip aisle, The Snack Factory increased the size of some of its **pretzel crisps** line by 25 percent, to 7.5 ounces from 6 ounces, earlier this summer. The promotion should last through the summer, said marketing director Milt Weinstock.

The company raised prices but did not shrink ...



219 of 331 DOCUMENTS

Copyright 2009 Associated Press
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Associated Press Financial Wire

July 21, 2009 Tuesday 9:10 PM GMT

SECTION: BUSINESS NEWS

LENGTH: 825 words

HEADLINE: Meltdown 101: Package sizes at the grocery store

BYLINE: By EMILY FREDRIX, AP Food Industry Writer

BODY:

Meltdown 101: Package sizes at the grocery store Associated Press Financial Wire July 21, 2009 Tuesday 9:10 PM GMT

...spokesman Chris Kuechenmeister said. He said Frito-Lay was unsure if these changes, originally taken about six months ago, would be permanent.

Elsewhere in the chip aisle, The Snack Factory increased the size of some of its **pretzel crisps** line by 25 percent, to 7.5 ounces from 6 ounces, earlier this summer. The promotion should last through the summer, said marketing director Milt Weinstock.

The company raised prices but did not shrink ...

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Copyright 2009 Associated Press
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Associated Press Online

July 21, 2009 Tuesday 9:11 PM GMT

SECTION: DOMESTIC NEWS

LENGTH: 825 words

HEADLINE: Meltdown 101: Package sizes at the grocery store

BYLINE: By EMILY FREDRIX, AP Food Industry Writer

BODY:

...spokesman Chris Kuechenmeister said. He said Frito-Lay was unsure if these changes, originally taken about six months ago, would be permanent.

Elsewhere in the chip aisle, The Snack Factory increased the size of some of its **pretzel crisps** line by 25 percent, to 7.5 ounces from 6 ounces, earlier this summer. The promotion should last through the summer, said marketing director Milt Weinstock.

The company raised prices but did not shrink ...

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Copyright 2009 Home News Tribune (East Brunswick, NJ)
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Home News Tribune (East Brunswick, New Jersey)

July 15, 2009 Wednesday

SECTION: LIFE

LENGTH: 1343 words

Central Jersey specialty foods jockey for attention at worldwide Fancy Food Show Home News Tribune (East Brunswick, New Jersey) July 15, 2009 Wednesday

HEADLINE: Central Jersey specialty foods jockey for attention at worldwide Fancy Food Show

BYLINE: LOIS HEYMAN

BODY:

...well as a stir fry sauce, a barbecue marinade and a curry marinade produced with dates, honey and spices.

Oxygen products are available in Central Jersey stores and on Amazon.com.

Pretzel crisps

The Snack Factory, pioneer of the flat pretzel cracker, **Pretzel Crisps** (manufactured in the Skillman section of Montgomery Township), will launch a new seasonal flavor, Peppermint White Chocolate **Pretzel Crisps**, in October to coincide with the winter holidays, said founder and president Warren Wilson.

The new flavor joins the company's most recent innovation, chocolate and peanut butter-covered **Pretzel Crisps**, Wilson said, made with a unique peanut butter dip that doesn't melt in your hands.

Tandoor Chef

One of the more impressive booths at the show was made of hand-carved teak ...

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ASAP
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Candy Industry

July 1, 2009

SECTION: Pg. RC20(2) Vol. 175 No. 7 ISSN: 0745-1032

LENGTH: 1101 words

HEADLINE: Sweets, snacks & sales tools: topical educational seminars, innovative merchandising and display solutions, and creative new exhibitors were among the highlights of the 2009 ALL CANDY EXPO;
POST-ALL CANDY EXPO: REVIEW

BODY:

...even more visual look at point-of-purchase, including permanent floor displays, counter displays and shippers featuring brands ranging from M&M'S Chocolate Candies to Toblerone to Jelly Belly to Dove to **Pretzel Crisps** to Toxic Waste. One display that stood out was for Hammond's Candies, which showcased oversized candy canes inside rows of metal buckets. Another display combined Nabisco Honey Maid Honey Grahams, ...

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UP FRONT: Tips, trends, everyday products. TASTIEST SNACK CRISPS. Consumer Reports July 2009

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Expert • Independent • Nonprofit
ConsumerReports.org

Consumer Reports

July 2009

SECTION: Pg. 10 Vol. 74 No. 7

LENGTH: 509 words

HEADLINE: UP FRONT: Tips, trends, everyday products. TASTIEST SNACK CRISPS.

BODY:

Pretzel crisps. New York Style's are large crunchy triangles, very toasted, with a big pretzel flavor. Pepperidge Farm's are large, crunchy, flattened pretzels that are a little buttery and sweet.

Rice crisps. Lundberg's and Rice ...

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Copyright 2009 Lancaster Newspapers, Inc.
Lancaster New Era (Pennsylvania)

June 17, 2009 Wednesday

SECTION: A; Pg. 6

LENGTH: 618 words

HEADLINE: Down By The River;
Susquehanna Runs Through Food Lover's Paradise At First-Ever Fundraising Festival

BYLINE: Mary Beth Schweigert

DATELINE: Lancaster, PA

BODY:

...Bube's staff will come armed with a German Wit beer and English nut-brown ale, along with blue cheese and bacon meatballs, tapenade and French bread toasts, and beer cheese spread and **pretzel crisps**.

"I really thought long and hard about (what to bring)," Allen says. "I wanted something summery."

Down By The River; Susquehanna Runs Through Food Lover's Paradise At First-Ever Fundraising Festival Lancaster
New Era (Pennsylvania) June 17, 2009 Wednesday

The river runs tantalizingly close - less than a mile - to Prudhomme's Lost Cajun Kitchen, Columbia.

The restaurant's ...

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ASAP
Copyright 2009 Nielsen Business Media, Inc.
The Bookseller

May 15, 2009

SECTION: Pg. 46(1) No. 5382 ISSN: 0006-7539

LENGTH: 752 words

HEADLINE: Go ahead punk, make my day;
book launches, parties, and the book publishing industry

BYLINE: Bent, Horace

BODY:

...downturn has played havoc on the diet. The number of parties has been cut back, and when they do occur the hors d'oeuvres are more hors d'oeuvres. Why, one book trade magazine's recent bookvideo awards offered guests crisps and pretzels. Crisps and pretzels! I haven't seen it this bad since the Panic of 1873 or the recession at the tail end of the Boer Wars. So all credit to those hip young things at Punk Publishing for, at ...

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Copyright 2009 St. Louis Post-Dispatch, Inc.
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St. Louis Post-Dispatch (Missouri)

April 9, 2009 Thursday
THIRD EDITION

SECTION: HEALTH; Pg. B1

LENGTH: 651 words

HEADLINE: Sample-size me Grazing the tasting kiosks at local groceries can get you a full stomach - just beware of the fat and sodium.

BYLINE: BY MELANIE AVE Special to the Post-Dispatch

Sample-size me Grazing the tasting kiosks at local groceries can get you a full stomach - just beware of the fat and sodium. St. Louis Post-Dispatch (Missouri) April 9, 2009 Thursday

DATELINE: 0

BODY:

...90 calories; 4 grams fat; 255 mg sodium Dierbergs

KALDI'S JAVA CHIP FRAPPE (About 1 ounce) 88 calories; 4 grams fat; 23 mg sodium Schnucks

PRETZEL CRISPS WITH A SMEAR OF LAUGHING COWLIGHT SWISS CHEESE 29 calories; 0.5 grams fat; 95 mg sodium Sam's Club

Be smart with food samples Dietitian says to avoid the sugar and look for ...

GRAPHIC:

...PHOTO - GOURMET CANDY COOKIES PHOTO - STOUFFER'S FROZEN QUESADILLA FLATBREAD
PHOTO - NABISCO HONEY MAID DELIGHT BARS PHOTO - DIERBERGS BACON PIZZA PHOTO - KALDI'S
JAVA CHIP FRAPPE PHOTO - **PRETZEL CRISPS WITH A SMEAR OF LAUGHING COWLIGHT SWISS
CHEESE**

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Copyright 2009 ProQuest Information and Learning
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ProQuest SuperText
Copyright 2009 Dix Communications Group
Daily Record (Wooster, Ohio)

March 29, 2009 Sunday

SECTION: Vol. 109 No. 298

LENGTH: 525 words

HEADLINE: Book list turns up to be right where it was left

BYLINE: Jeanine Kendle

BODY:

...a good idea not to buy too many snack foods. Our pretzel and potato chip consumption has gone down considerably so that is a savings.

The Man of the House fell in love with something called **pretzel crisps**. It turned out they cost \$3.16 for only 6 ounces. That's when we started rationing those and going back to the big old sourdough pretzels that were \$2.89 for 14 ounces. It pays to ...

CORRECTION:

Pretzels escape economic crunch: one favorite salty snack is holding its own, despite a wobbly financial world; Snack Trends Confection & Snack Retailing March 1, 2009

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ASAP
Copyright 2009 BNP Media
Confection & Snack Retailing

March 1, 2009

SECTION: Pg. 22(3) Vol. 2 No. 2 ISSN: 1941-854X

LENGTH: 726 words

HEADLINE: Pretzels escape economic crunch: one favorite salty snack is holding its own, despite a wobbly financial world;
Snack Trends

BYLINE: Ford, Anne

BODY:

...E. Thomas, senior vice president of sales and marketing.

Shaping Up

Meanwhile, the market-wide fascination with alternative pretzel shapes shows no signs of abating.

"There's been everything from a lattice shape to a **pretzel crisp**, which is kind of flattened to give somewhat the experience of a potato chip," Thomas says.

As for more recent trends, he says, "There've been some reports that there's been somewhat of a softening in the last three to six ...

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ASAP
Copyright 2009 BNP Media
Confection & Snack Retailing

March 1, 2009

SECTION: Pg. 24(1) Vol. 2 No. 2 ISSN: 1941-854X

LENGTH: 339 words

Crisp from the deli; Snack Trends Confection & Snack Retailing March 1, 2009

HEADLINE: Crisp from the deli;
Snack Trends

BYLINE: Cassell, Deborah

BODY:

Pretzel Crisps are more than just another salty snack.

As Milt Weinstock, director of marketing for The Snack Factory, puts it: "We are the world's first 'pretzel cracker,' which allows us to participate in regular snacking occasions, as ...

[ILLUSTRATION OMITTED]

"Our unique taste and crunchy texture allows us to stand apart," he asserts.

Another thing that sets **Pretzel Crisps** apart is where they're sold. Shoppers can find the product in club stores and c-stores nationwide, but they're also located in supermarket delis, which are "home to the more premium products on the market," Weinstock explains.

"Products in the deli tend to be more expensive, but their superior quality makes them worthwhile," he continues. "**Pretzel Crisps** deliver on the superior snack expectations of our consumers."

Baked and not fried, **Pretzel Crisps** are all-natural, and contain zero grams of fat and cholesterol, making them a more healthful choice for consumers. They're sold in 2-, 5/6- and 24-oz. bags, as well as 100-calorie ...

...comes in several savory varieties--Original, Garlic, Everything, Buffalo Wing, Honey Mustard & Onion and Chipotle Cheddar--as well as sweet-meets-savory options such as Chocolate Covered.

The most recent additions to the **Pretzel Crisps** family are Peanut Butter & Chocolate, which was introduced in supermarket delis on a regional basis, and Rosemary & Olive Oil, which is being sold in select club stores. Both will expand in distribution in 2009 due to their success at retail. Despite the economic downturn, **Pretzel Crisps** are growing by leaps and bounds. According to Weinstock, the brand's business grew 29% in dollars and 21% in units in 2009.

It's no wonder The Snack Factory plans to expand its lineup this year.

"We have eight new flavors we are excited about, but are fielding some consumer research to insure we launch only the best," Weinstock notes.

For more information, visit www.pretzelcrisps.com.

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Copyright 2009 Chicago Tribune
Chicago Tribune (Illinois)

Distributed by McClatchy-Tribune News Service

February 23, 2009 Monday

SECTION: TRAVEL

Reviews of new travel gear Chicago Tribune (Illinois) February 23, 2009 Monday

LENGTH: 340 words

HEADLINE: Reviews of new travel gear

BYLINE: By Josh Noel, Chicago Tribune

BODY:

...road trip. Could be a light meal but is closer to snack territory. Offerings include a Riviera picnic, consisting of couscous, hummus, pita chips (among other things); Jungle Munch, consisting of **pretzel crisps**, veggie cheese dip, apple sauce and trail mix; and Salami and Cheese, consisting of _ you guessed it. Kosher, vegetarian, gluten-free and halal versions available.

✓ 231 of 331 DOCUMENTS

Copyright 2009 Chicago Tribune Company
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Chicago Tribune

February 15, 2009 Sunday
Final Edition

SECTION: TRAVEL ; ZONE C; GEARBOX ; Pg. 2

LENGTH: 270 words

HEADLINE: GEARBOX

BYLINE: Josh Noel

BODY:

...road trip. Could be a light meal but is closer to snack territory. Offerings include a Riviera picnic, consisting of couscous, hummus, pita chips (among other things); Jungle Munch, consisting of **pretzel crisps**, veggie cheese dip, apple sauce and trail mix; and Salami and Cheese, consisting of -- you guessed it. Kosher, vegetarian, gluten-free and halal versions available.

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GlobalAdSource (English)

February 1, 2009 Sunday

LENGTH: 41 words

UNBEATABLE CRUNCH. GlobalAdSource (English) February 1, 2009 Sunday

HEADLINE: UNBEATABLE CRUNCH.

BODY:

Product

Pretzel Crisps

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Copyright 2009 adfinitum networks, Inc.
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GlobalAdSource (English)

February 1, 2009 Sunday

LENGTH: 37 words

HEADLINE: UNBEATABLE CRUNCH.

BODY:

Product

Pretzel Crisps

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GlobalAdSource (English)

February 1, 2009 Sunday

LENGTH: 41 words

HEADLINE: UNBEATABLE CRUNCH.

BODY:

Product

Pretzel Crisps

...



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GlobalAdSource (English)

February 1, 2009 Sunday

LENGTH: 37 words

HEADLINE: UNBEATABLE CRUNCH.

BODY:

Product

Pretzel Crisps

...

...



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GlobalAdSource (English)

February 1, 2009 Sunday

LENGTH: 37 words

HEADLINE: UNBEATABLE CRUNCH.

BODY:

Product

Pretzel Crisps

...

...



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UNBEATABLE CRUNCH. GlobalAdSource (English) February 1, 2009 Sunday

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GlobalAdSource (English)

February 1, 2009 Sunday

LENGTH: 41 words

HEADLINE: UNBEATABLE CRUNCH.

BODY:

Product

Pretzel Crisps

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Snack Food & Wholesale Bakery

February 1, 2009

SECTION: Pg. 57(3) Vol. 98 No. 2 ISSN: 1096-4835

LENGTH: 1152 words

HEADLINE: Variety packs: today's vertical form/fill/seal machines must have the flexibility to handle a variety of products packaged in almost every shape and form;
Production Technology

BODY:

...other carriers of cheese and dips provide a formidable front to conventional snack producers.

Cracker manufacturers have created almost a second snack aisle in the grocery store with an array of baked **pretzel crisps**, pita chips, crunchy sticks and bold, new flavors of poppable snack crackers. Likewise, cookie producers are providing a sweet alternative to the snacking occasion while energy bar producers are competing for their ...

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Copyright 2009 San Francisco Chronicle

Pretzel cracker contest finishes with a twist The San Francisco Chronicle (California) January 21, 2009 Wednesday

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San Francisco Chronicle

The San Francisco Chronicle (California)

January 21, 2009 Wednesday

FINAL Edition

SECTION: Food; TASTER'S CHOICE; Pg. F2

LENGTH: 548 words

HEADLINE: Pretzel cracker contest finishes with a twist

BYLINE: Amanda Gold, Chronicle Staff Writer

BODY:

...small pretzel shape." Four tasters would buy this brand and one might.

The third-place award went to the originators - widely available brand **The Snack Factory** \$2.50/6 ounces at Andronico's. These **pretzel crisps** were "nicely browned" and "bubbly" with a "great crunch" and only "mildly salty" flavor. Tasters felt that they had a "lighter texture than the others." Two would buy this brand and three might.

Mollie Stone's \$6.99/ ...

...Andronico's. "Less salty than some of the others," said one taster. Another noted that they were "crispy" and "quite sweet." The pretzels were also called "a bit puffy and airy." Two might buy this brand and three would not.

Pretzel Crisps

Pepperidge Farm 92

Trader Joe's 78

The Snack Factory 73

Mollie Stone's 60

Robert Rothschild Farm 52

365 Organic 15

Panelists were Linda Amusananan, food writer and consultant, ...

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Copyright 2009 Times Newspapers Limited

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THE TIMES

The Times (London)

... and the French find they have to work for peanuts; France The Times (London) January 17, 2009 Saturday

January 17, 2009 Saturday
Edition 1

SECTION: NEWS; Pg. 47

LENGTH: 500 words

HEADLINE: ... and the French find they have to work for peanuts;
France

BYLINE: France Adam

BODY:

...mousseline with tarragon, roast beef brochette in wine sauce

Dark chocolat moelleux with tonka bean cream

Champagne, red and white wine Standard January reception menu offered this year

Peanuts

Pretzels

Crisps. Cocktail sausages

Sparkling wine and fruit juice

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Newstex Web Blogs
Copyright 2008 Urbanite
Urbanite

December 16, 2008 Tuesday 10:44 AM EST

LENGTH: 104 words

HEADLINE: Pretzels for everyone!

BYLINE: Lucy Blatter

BODY:

...New York delivered by Newstex) -- For hungry and tired shoppers, help is on the way today. Dozens of Santas and elves will hit the streets to hand out over 45 thousand crunchy **Pretzel Crisps**. The free **pretzel crisps** will be available at Columbus Circle, Times Square, Rockefeller Center, Herald Square and the R.A.F Post Office at 34th Street, starting at 9 a.m. **Pretzel crisps** come in varieties ranging from Everything to Buffalo Wing to Chocolate Covered **Pretzel Crisps**. Judging from how quickly were going through our offices bags " they are a great holiday

Pretzels for everyone! Urbanite December 16, 2008 Tuesday 10:44 AM EST

snack. Newstex ID: YN-2711-30522468

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December 10, 2008

SECTION: NEWS AND FEATURES; INCENTIVE

LENGTH: 291 words

HEADLINE: Santa Delivers **Pretzel Crisps** to NYC Pedestrians

BYLINE: Elaine Wong

BODY:

Pretzel Crisps is all about giving this holiday season. The growing snack brand, a product of Snack Factory, Skillman, N.J., has hired two dozen Santas and their elves to hand out more than 45,000 crunchy snacks ...

Pretzel Crisps, which first debuted three years ago, also is running new print ads playing up the pretzel's flat shape for holding sauces and dips. They appear in this month's O, The Oprah Magazine and People's ...

...2009 issues of Real Simple, Good Housekeeping and Every Day with Rachael Ray.

"We realized even though we've been growing strongly, we needed to get the word out," Milt Weinstock, who heads up **Pretzel Crisps** marketing at the privately held Snack Factory. Last April, **Pretzel Crisps** treated consumers to free samples of the snack while they waited to file their taxes outside six U.S. post offices in Manhattan.

"We've spent some money on advertising, but certainly not as ...

...things, especially as they have a relatively decent health halo," said Marcia Mogelonsky, senior research analyst at market research firm Mintel, Chicago.

The Snack Factory spent \$500,000 advertising **Pretzel Crisps** in the U.S. in 2007 (excluding online), and \$1.1 million through September of this year, per Nielsen Monitor-Plus.

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Copyright 2008 Cable News Network

More Casey Anthony Jail House Tapes Released CNN December 4, 2008 Thursday

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CNN

December 4, 2008 Thursday

SECTION: NEWS; Domestic

LENGTH: 6621 words

HEADLINE: More Casey Anthony Jail House Tapes Released

BYLINE: Nancy Grace, Mike Brooks

BODY:

...END VIDEO CLIP)

GRACE: You know, for somebody who's apparently grieving or says she's grieving over her kidnapped daughter, this woman is very focused on her own stomach. Snickers bars, strawberry bars, **pretzel crisps**, pork skins, let's see what else here. Beauty products, Chex Mix peanut butter, mouth wash, lemonade.

You know, she's doing a lot of ordering off her menu.

To Eleanor Dixon, felony ...

...talking about?

GRACE: Well, could you then explain to me, Dr. Bethany, the Chex Mix, the cheese crackers, the jalapeno dip, the bold and zesty -- I mean it goes on and on. Cheddar popcorn, tortilla strips, **pretzel crisps**, tuna, beef jerky, pork skins.

I mean, this woman is an eating machine. Isn't she supposed to be grieving?

MARSHALL: Well, she's a texting machine, too. She does a lot of things, but, I ...

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GlobalAdSource (English)

December 1, 2008 Monday

LENGTH: 35 words

HEADLINE: CELEBRATE CRUNCH.

BODY:

...

CELEBRATE CRUNCH. GlobalAdSource (English) December 1, 2008 Monday

Product **Pretzel Crisps**

...

✓ 245 of 331 DOCUMENTS

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GlobalAdSource (English)

December 1, 2008 Monday

LENGTH: 35 words

HEADLINE: CELEBRATE CRUNCH.

BODY:

Product **Pretzel Crisps**

...

...

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GlobalAdSource (English)

December 1, 2008 Monday

LENGTH: 35 words

HEADLINE: CELEBRATE CRUNCH.

BODY:

Product **Pretzel Crisps**

...

...

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One stop shop; FRESH TALK Grocery Headquarters December 1, 2008

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ASAP

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Grocery Headquarters

December 1, 2008

SECTION: Pg. 46(1) Vol. 74 No. 12 ISSN: 1094-1088

LENGTH: 186 words

HEADLINE: One stop shop;
FRESH TALK

BYLINE: Turcsik, Richard

BODY:

...ranch dip, beef or turkey bites and cheddar or mozzarella cubes; and The Veggiecafessens--vegetable platters with savory classic hummus, spinach or artichoke dips, along with multi-grain items such as pita chips, sourdough breadsticks and **pretzel crisps**.

[ILLUSTRATION OMITTED]

Other offerings from Mann include season-specific/holiday marketing programs for holidays throughout the year and In 'n Out trays designed for a specific holiday or event, "We ...

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The Star-Ledger (Newark, New Jersey)

November 27, 2008 Thursday

FINAL EDITION

SECTION: BUSINESS; Pg. 062

LENGTH: 586 words

HEADLINE: Snack maker thrives during crunch

BYLINE: JOSEPH R. PERONE, STAR-LEDGER STAFF

BODY:

...New Jersey-Pennsylvania area by Inc. magazine.

Snack maker thrives during crunch The Star-Ledger (Newark, New Jersey) November 27, 2008 Thursday

The Snack Factory grew its sales to \$42.1 million last year, up from \$228,000 in 2004, according to the company. The company makes **pretzel crisps** that are baked, have no trans fat or cholesterol and can be stacked with toppings such as peanut butter, cream cheese or shrimp.

The small company is tapping into consumer concerns about calories, cholesterol and fat in their food while they ...

...bit of your own - the deli in our case - and get it to the right people you'll have great response. We focused on a premium package, learned a formula and developed relationships that have really helped with making **Pretzel Crisps** such a success.

Q. How much did you borrow to start the business?

A. All I can tell you is that the investment has paid off, and was well worth it.

Q. What's the next step for you?

A. We've ...



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Copyright 2008 The Republican Company, Springfield, MA.

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The Times of Trenton (New Jersey)

November 27, 2008 Thursday

FINAL EDITION

SECTION: BUSINESS; Pg. C10

LENGTH: 575 words

HEADLINE: Snack maker thrives during crunch

BYLINE: JOSEPH R. PERONE

BODY:

...New Jersey-Pennsylvania area by Inc. magazine.

The Snack Factory grew its sales to \$42.1 million last year, up from \$228,000 in 2004, according to the company. The company makes **pretzel crisps** that are baked, have no trans fat or cholesterol and can be stacked with toppings such as peanut butter, cream cheese or shrimp. The small company is tapping into consumer concerns about calories, cholesterol and fat in their food while they ...

...bit of your own - the deli in our case - and get it to the right people you'll have great response. We focused on a premium package, learned a formula and developed relationships that have really helped with making **Pretzel Crisps** such a success.

Q. How much did you borrow to start the business? A. All I can tell you is that the investment has paid off, and was well worth it.

Snack maker thrives during crunch The Times of Trenton (New Jersey) November 27, 2008 Thursday

Q. What's the next step for you?A. We've ...

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Copyright 2008 adfinitum networks, Inc.
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GlobalAdSource (English)

November 26, 2008 Wednesday

LENGTH: 26 words

HEADLINE: LOOK FOR THE DISTINCT SHAPE.

BODY:

Product

Pretzel Crisps

...

...

251 of 331 DOCUMENTS

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ASAP
Copyright 2008 BNP Media
Confection & Snack Retailing

September 1, 2008

SECTION: Pg. 6(1) Vol. 1 No. 5 ISSN: 1941-854X

LENGTH: 93 words

HEADLINE: The Snack Factory.

BODY:

The Snack Factory, Princeton, N.J., maker of **Pretzel Crisps** and the new Ciabatta Crisps, has been listed as No. 3 on the Inc. Magazine 5000 List for 2008. The list measures the revenue growth of privatelyheld, independent, entrepreneurial companies. The Snack Factory has celebrated revenue ...

...#1 among the top 100 food & beverage companies and #1 in the top 100 businesses in the entire New York/New Jersey/Pennsylvania area. For more information, visit www.pretzelcrisps.com.

3 Ciabatta Crisps; Snack Product Update Confection & Snack Retailing September 1, 2008

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Confection & Snack Retailing

September 1, 2008

SECTION: Pg. 32(1) Vol. 1 No. 5 ISSN: 1941-854X

LENGTH: 83 words

HEADLINE: 3 Ciabatta Crisps;
Snack Product Update

BODY:

[ILLUSTRATION OMITTED]

3 Ciabatta

Crisps

The Snack Factory

Princeton, N.J.

1-888-683-5400

www.pretzelcrisps.com

From the creators of **Pretzel Crisps** comes new Ciabatta Crisps, available in Sun Dried Tomato & Parmesan and Garlic & Rosemary. Twice-baked ciabatta bread is blended with virgin olive oil and savory herbs and spices for the all-
...

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Copyright 2008 The New York Times Company
The New York Times

August 26, 2008 Tuesday
Late Edition - Final

SECTION: Section A; Column 0; Sports Desk; Pg. 1

LENGTH: 1687 words

HEADLINE: Tickets for New Stadiums: Prices, and Outrage, Escalate

Tickets for New Stadiums: Prices, and Outrage, Escalate The New York Times August 26, 2008 Tuesday

BYLINE: By RICHARD SANDOMIR

BODY:

...at the new Yankee Stadium rather than pay \$650 a game to watch Derek Jeter.

Zuppichini, a resident of Fort Lee, N.J., who is the vice president for sales for **Pretzel Crisps**, reluctantly signed a 10-year contract for the \$135 seats, with built-in annual ticket price increases of 4 percent a year.

"You can't be any more die-hard than me," he ...

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Copyright 2008 Times Publishing Company
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St. Petersburg Times (Florida)

August 24, 2008 Sunday

SECTION: FLORIDIAN; Pg. 1E

LENGTH: 1460 words

HEADLINE: NOSH PIT

BYLINE: SEAN DALY, STEPHANIE HAYES, Times Staff Writers

BODY:

...coming out with free snacks!" Ah yes, we remember being so full of hope.

Free drink: Losing . . . strength . . .

Harry and David

Free food: Two tortilla chips with artichoke spinach dip, **pretzel crisp** with garlic-smoked mozzarella spread, two cups Moose Munch. As we reach for another cup of Moose Munch, an employee quietly snatches the tray. Crazy from lack of fluids, we retreat like ferrets and ...

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Copyright 2008 The Food Institute
The Food Institute Report

August 18, 2008

Cross-merchandising boosts sales in deli departments. The Food Institute Report August 18, 2008

SECTION: Pg. 4 Vol. 81 No. 33 ISSN: 0745-4503

LENGTH: 628 words

HEADLINE: Cross-merchandising boosts sales in deli departments.

BODY:

...PITA CHIP COMPANY plans to do a cross-promotion with SABRA hummus. VALLEY LAHVOSH'S crackerbreads make a good match for cheeses, spreads and various other toppings. THE SNACK FACTORY'S thin **pretzel crisps**, which come in five flavors, often merchandises alongside hummus, specialty cheeses and/or or deli meats. 34 Degrees sells their flour flavored Crispbreads along with companion items like cheeses, dips, spreads and ...

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Confection & Snack Retailing

July 1, 2008

SECTION: Pg. 10(1) Vol. 1 No. 4 ISSN: 1941-854X

LENGTH: 64 words

HEADLINE: The Snack Factory.

BODY:

...Signage throughout the sports and concert venue will showcase the product as a thin, crispy alternative to chips and crackers that's also trans fat- and cholesterol-free. For more information about Pretzel Crisps, visit www.pretzelcrisps.com.

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THE  **TIMES**
The Times (London)

May 10, 2008, Saturday

Losing weight, gaining pounds at the health club The Times (London) May 10, 2008, Saturday

SECTION: FEATURES; Body & Soul; Pg. 21

LENGTH: 308 words

HEADLINE: Losing weight, gaining pounds at the health club

BODY:

...my regimen if I have slept well.

Meirav M You feel hungry? You eat. Go for some meat and not bread or potatoes. You're at a party? Go for the peanuts; ignore the **pretzels and the crisps**.

But despite looking very svelte Robert's feeling a bit down in the dumps. Give him a pat on the back at <http://robertc.timeshealth.co.uk>

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CBS News Transcripts

May 6, 2008 Tuesday

LENGTH: 422 words

HEADLINE: Facing Hunger: Feeding America; Marla Gottschalk makes a donation from Pampered Chef

BODY:

...EARLY SHOW and many CBS stations across the country are collecting nonperishable foods until Saturday. This morning, we have two more donations. First, the Snack Factory is giving \$25,000 worth of their gourmet snack **Pretzel Crisps**. Very, very nice.

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Copyright 2008 Newstex LLC
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Newstex Web Blogs
Copyright 2008 Chicagoist
Chicagoist

May 5, 2008 Monday 12:30 PM EST

LENGTH: 261 words

HEADLINE: That Hit the Sweet Spot.

That Hit the Sweet Spot. Chicagoist May 5, 2008 Monday 12:30 PM EST

BYLINE: L. Stolpman

BODY:

...came like this? Next, we tried a pretzel with Chai spice infused chocolate. Then dark chocolate with a hint of mint. These were not the heavily coated, waxy chocolate covered pretzels we tried before. These **pretzels were crisp** and the light coat of chocolate let the saltiness of the pretzel stand out. The different flavors added a great and unique component to the treat. We contacted the pretzel company, The Sugar Spot, and spoke with owner Alice Engh ...

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Confection & Snack Retailing

May 1, 2008

SECTION: Pg. 54(3) Vol. 1 No. 3 ISSN: 1941-854X

LENGTH: 2005 words

HEADLINE: Twist of fate: as the pretzel category turns, new innovations continue to provide the drama that keeps health-conscious consumers tuned into the latest developments on the shelf;
Snack Trends

BYLINE: Petrak, Lynn

BODY:

...
* * *
Likewise, The Snack Factory, Princeton, N.J., reports a loyal following for its spicy **Pretzel Crisps**.

* * *
Chocoholics also can hone in on other indulgent pretzel varieties. Last summer, The Snack Factory rolled out new chocolate covered **Pretzel Crisps**, while Pretzel Flipz from Stamford, Conn.-based DeMet's Candy Co. now includes chocolate-and white fudge-covered pretzels, as well as new Sugar Free Chocolatey Covered Pretzels and Sugar Free White Fudge Covered Pretzels.

* * *
Likewise, The Snack Factory tinkered with the traditional pretzel recipe for its **Pretzel Crisp** line.
* * *

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Bakery Snack Factory's chocolate pretzels; focus on fresh Grocery Headquarters May 1, 2008

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Grocery Headquarters

May 1, 2008

SECTION: Pg. 76(1) Vol. 74 No. 5 ISSN: 1094-1088

LENGTH: 52 words

HEADLINE: Bakery Snack Factory's chocolate pretzels;
focus on fresh

BYLINE: Spector, Nicole

BODY:

The Snack Factory is introducing Chocolate Covered **Pretzel Crisps**, the latest flavor of its thin, crunchy, patented pretzel crackers. Made with 45% cacao, the products are available in a six-ounce stand-up, resealable package with a suggested retail price of \$3.99 TO \$4.99. www.pretzelcrisps.com

[ILLUSTRATION OMITTED]

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Snack Food & Wholesale Bakery

May 1, 2008

SECTION: Pg. 32(1) Vol. 97 No. 5 ISSN: 1096-4835

LENGTH: 130 words

HEADLINE: 2 Chocolate-covered **pretzel crisps**;
New Products

BODY:

[ILLUSTRATION OMITTED]

Company: The Snack Factory, Princeton, N.J.

Web site: www.pretzelcrisps.com

Introduced: May

2 Chocolate-covered pretzel crisps; New Products Snack Food & Wholesale Bakery May 1, 2008

Distribution: Nationwide

Suggested Retail: \$3.49-\$4.49 for 6-oz. bag

Product Snapshot: Chocolate and peanut butter lovers rejoice with all-natural, thin and crunchy **pretzel crisps** immersed in rich chocolate and creamy peanut butter. Plus, **pretzel crisps** have no trans fat, no cholesterol, are oven-baked and carry Kosher certification. Perfect with a spoonful of ice cream.

Ingredients: Sugar, chocolate liquor (processed with alkali), cocoa butter, wheat flour, ...

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Snack Food & Wholesale Bakery

May 1, 2008

SECTION: Pg. 64(1) Vol. 97 No. 5 ISSN: 1096-4835

LENGTH: 536 words

HEADLINE: Snacks call my name;
The Final Word

BYLINE: Mayer, Marina

BODY:

Everywhere I look, they're staring at me. In front of me are bags of potato chips and pretzels sitting in boxes aligning the floor. On the shelves behind me are **pretzel crisps**, energy bars, crackers in all shapes and forms and tempting sweets lined up in categorical order. Popcorn and Cheetos form the Leaning Tower of Pisa on the once-empty chair on the side of my workspace. And to top it off, I am situated across the hall from the kitchen so aromas of tacos and leftover pizza travel into my corridor.



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Independent Extra

Making babies; Can your diet really determine the sex of your child? Scientists this week declared that first-time mothers who consume more calories around the time of conception are more likely to gi

April 24, 2008 Thursday
First Edition

SECTION: EXTRA; Pg. 2

LENGTH: 2668 words

HEADLINE: Making babies;

Can your diet really determine the sex of your child? Scientists this week declared that first-time mothers who consume more calories around the time of conception are more likely to give birth to boys. The theories surrounding gender selection are as outlandish as they are numerous. So what should we believe? Jeremy Laurance investigates

BYLINE: Jeremy Laurance

BODY:

...many don't seem to be based on any hard science. For instance, to produce a boy, prospective mothers have been variously advised to eat lots of red meat (the redder the better), and salty snacks such as **pretzels and crisps**. Fathers should, allegedly, drink cola.

For a girl, both parents should eat a lot of fish and vegetables and gorge on chocolate, sweets and dairy products. (More colourful theories about the way ...

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Copyright 2008 Crain Communications
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Crain's New York Business

April 21, 2008

SECTION: BUSINESS LIVES; Pg. 39

LENGTH: 692 words

HEADLINE: West Side has another winner;

Solidifying the area's dining reputation, Eighty One delights the palate and eye

BODY:

...in a dazzling parade of deliciousness.

To reach the dining room, patrons must cross a luxurious lounge where some of the world's most dangerously seductive breadsticks can provoke a layover. Slim, **pretzel-crisp** and coated with cheese and sea salt, they demand a pause for cocktails to justify their continued consumption.

That can be a prelude to appetizers (\$12 to \$19) such as fennel and parsley soup garnished with crisp ...

Keebler Flipsides can satisfy both pretzel and cracker lovers Southtown Star (IL) April 17, 2008 Thursday

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Dow Jones Factiva

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Southtown Star (IL)

April 17, 2008 Thursday
SouthtownStar Edition

SECTION: LIFE; Pg. D5

LENGTH: 855 words

HEADLINE: Keebler Flipsides can satisfy both pretzel and cracker lovers

BODY:

...So I've been wondering how long it would take for a big company to copy the Snack Factory's idea of turning pretzels into a dippable, spreadable, flat-surfaced cracker it calls **Pretzel Crisps**. A little while longer, it seems.

Keebler's new Town House Flipsides Pretzel Crackers are not cracker-shaped pretzels (like **Pretzel Crisps**), but are thin, flat pretzels and rich butter crackers stuck together. The result has a richer texture but less distinct flavor than either a Town House butter cracker or a pretzel. And the ...

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Copyright 2008 The Deseret News Publishing Co.
Deseret Morning News (Salt Lake City)

April 16, 2008 Wednesday

LENGTH: 852 words

HEADLINE: Keebler Flipsides innovative

BYLINE: Bonnie Tandy Leblang and Carolyn Wyman Universal Press Syndicate

BODY:

...So I've been wondering how long it would take for a big company to copy the Snack Factory's idea of turning pretzels into a dippable, spreadable, flat-surfaced cracker it calls **Pretzel Crisps**.

A little while longer, it seems. Because Keebler's new Town House Flipsides Pretzel Crackers are not cracker-shaped pretzels (like **Pretzel Crisps**), but are thin, flat pretzels and rich butter crackers stuck together. The

Keebler Flipsides innovative Deseret Morning News (Salt Lake City) April 16, 2008 Wednesday

result has a richer texture but less distinct flavor than either a Town House butter cracker or a pretzel. And the ...



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New Haven Register

April 16, 2008 Wednesday

SECTION: B; Pg. 7

LENGTH: 854 words

HEADLINE: Keebler Town House Flipsides Pretzel Crackers.

BYLINE: Rick Sandella

BODY:

...So, I've been wondering how long it would take for a big company to copy the Snack Factory's idea of turning pretzels into a dippable, spreadable, flat-surfaced cracker it calls **Pretzel Crisps**.

A little while longer, it seems. Because Keebler's new Town House Flipsides Pretzel Crackers are not cracker-shaped pretzels (like **Pretzel Crisps**), but are thin, flat pretzels and rich butter crackers stuck together. The result has a richer texture, but less distinct flavor than either a Town House butter cracker or a pretzel. And the ...

CORRECTION:



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New Haven Register

April 16, 2008 Wednesday

SECTION: FOOD; Pg. B7

LENGTH: 854 words

HEADLINE: SUPERMARKET SAMPLER: Keebler Town House Flipsides: Pretzel, cracker and a bit confusing

SUPERMARKET SAMPLER: Keebler Town House Flipsides: Pretzel, cracker and a bit confusing New Haven
Register April 16, 2008 Wednesday

BYLINE: Carolyn Wyman; Bonnie Tandy Leblang

BODY:

...So, I've been wondering how long it would take for a big company to copy the Snack Factory's idea of turning pretzels into a dippable, spreadable, flat-surfaced cracker it calls **Pretzel Crisps**.

A little while longer, it seems. Because Keebler's new Town House Flipsides Pretzel Crackers are not cracker-shaped pretzels (like **Pretzel Crisps**), but are thin, flat pretzels and rich butter crackers stuck together. The result has a richer texture, but less distinct flavor than either a Town House butter cracker or a pretzel. And the ...

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Copyright 2008 Gothamist
Gothamist

April 15, 2008 Tuesday 9:22 AM EST

LENGTH: 186 words

HEADLINE: It's Income Tax Day!

BYLINE: Jen Chung

BODY:

...Office at 421 Eighth Avenue and 31st Street, just west of Madison Square Garden, is where the procrastinators tend to congregate, because it is the city's only 24-hour postal facility.
In fact, free **Pretzel Crisps** will be distributed by thirty Uncle Sam's at the Farley Post Office this morning, and then at other post offices around the city (details here). New Penn Station mentions the Singing CPA will be ...

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Gawker

April 11, 2008 Friday 10:33 AM EST

LENGTH: 370 words

HEADLINE: "30-Plus Uncle Sams" to Make Tax Day Even More of a Nightmare [PR Stunts]

BODY:

"30-Plus Uncle Sams" to Make Tax Day Even More of a Nightmare [PR Stunts] Gawker April 11, 2008 Friday 10:33 AM EST

...next week, that no one ever does again. They plan on sending 30 people dressed as Uncle Sam to six Manhattan Post Offices on April 15th. The Sams will hand out samples of **Pretzel Crisps**, a new "unique pretzel cracker." Because it's "crunch time," you see. Then the Sams will dispense homespun wisdom about the necessity of military intervention against the filthy Spaniards and the nation's unstoppable drive westward. Then ...

FOR IMMEDIATE DISTRIBUTION

FEELING TAXED?

Uncle Sam Hits the Streets with **Pretzel Crisps** to Help New Yorkers through Crunch Time

WHAT: According to the IRS, one in five of the nation's taxpayers wait until the final week to file their taxes by the April 15 deadline!

Indeed, getting through tax time is "crunch time" for many Americans. On April 15th, dozens of Uncle Sams will hit the streets of NYC to hand out tens of thousands of crunchy **Pretzel Crisps** -- providing consumers with a stress-relieving crunch to help them make it through the day.

WHO: More than two-dozen Uncle Sams, courtesy of The Snack Factory, makers of patented **Pretzel Crisps** - fat free, cholesterol free pretzel crackers.

WHEN: April 15, 2008, 7:30AM-1:30PM (For specific location times, visit <http://www.pretzelcrisps.com/press.html>)
NYC post offices:

James Farley Post Office - 421 Eighth Avenue

Church Street Post Office - 90 Church Street

Grand Central Post Office - 450 ...

...Post Office - 115 E 34th Street

Madison Square Post Office - 149 E 23rd Street

BACKGROUND: From the creators and former owners of New York Style Bagel Chip Co. comes **Pretzel Crisps**, a unique pretzel cracker. Family owned and operated by entrepreneurial husband and wife team, Warren and Sara Wilson, the Snack Factory is based in Princeton, NJ. For more information, visit www.pretzelcrisps.com.

Newstex ID: GAWK-0001-24438380

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Grocery Headquarters

April 1, 2008

SECTION: Pg. 72(2) Vol. 74 No. 4 ISSN: 1094-1088

LENGTH: 1335 words

HEADLINE: Snack happy: the wellness trend, portion control and bold flavors are changing the game in the snack industry;

Snack happy: the wellness trend, portion control and bold flavors are changing the game in the snack industry; center store Grocery Headquarters April 1, 2008

center store

BYLINE: Levitt, Craig

BODY:

...Factory thinks they have just that. Based in Princeton, NJ, the Snack Factory is owned and operated by Warren and Sara Wilson, originators of the former New York Style Bagel Chip Co. The Wilson's latest creation is **Pretzel Crisps**, which Warren Wilson describes as a hybrid between a pretzel and a cracker. "We have been able to take the middle out of pretzel making the **pretzel crisp** a thin crunchy cracker-like snack," he says. "It is very functional because you can dip it and it has enough solid surface area that you can put something like cheese on top of it."

As a ...

...a multi-million dollar consumer print campaign was launched last quarter of 2007 featuring advertising in magazines like Martha Stewart Living and Rachel Ray. He says most supermarkets have placed **pretzel crisps** in the deli section as opposed to the snack aisle, something he is happy with. "Being in the deli gives us a chance to sample the products with cheese accompaniments and dips," he adds. "It also gives us a chance to separate ourselves from other products in the category. We are a typical salty snack--still a pretzel--but a lot different than a regular pretzel." **Pretzel Crisps** are available in five flavors. In 2.5-, 5- and 6-ounce bags are the original, honey mustard & onion and buffalo wing, while garlic and everything flavors are available in only 6-ounce ...

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Confection & Snack Retailing

March 1, 2008

SECTION: Pg. 38(1) Vol. 1 No. 2 ISSN: 1941-854X

LENGTH: 68 words

HEADLINE: Snack Factory, Inc;
All Candy Expo: Sweets & Snacks to Spring up in Chicago

BODY:

[ILLUSTRATION OMITTED]

Snack Factory, Inc.

www.pretzelcrisps.com

ACR Booth #2321

Dark Chocolate Covered **Pretzel Crisps** bring together the decadence of all-natural 45% cacao and the delicious salty crunch of a baked, fat-free pretzel. The snack meets consumer demand for indulgent, sweet meets salty snacks.

Snack Factory, Inc; All Candy Expo: Sweets & Snacks to Spring up in Chicago Confection & Snack Retailing March 1, 2008

Look for new Peanut Butter Covered **Pretzel Crisps** from the Snack Factory brand at the All Candy Expo, too.

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Prepared Foods

March 1, 2008

SECTION: Pg. 49(7) Vol. 177 No. 3 ISSN: 0747-2536

LENGTH: 4587 words

HEADLINE: Snacks facts;
2008 New Products Annual: snacks

BYLINE: Roberts, William A., Jr.

BODY:

...

...

Snack Factory ventured into the 100-calorie pack territory with Snack Factory **Pretzel Crisps**, an all-natural product free from trans fat. Snyder's of Hanover followed suit with Veggie Crisps 100 Calorie Snack Packs under the EatSmart All Natural Snacks brand.

...

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Snack Food & Wholesale Bakery

March 1, 2008

SECTION: Pg. 20(3) Vol. 97 No. 3 ISSN: 1096-4835

LENGTH: 2008 words

HEADLINE: Twist of fate: as the pretzel category turns, new innovations continue to provide the drama that keeps health-conscious consumers tuned into the latest developments on the shelf;

Twist of fate: as the pretzel category turns, new innovations continue to provide the drama that keeps health-conscious consumers tuned into the latest developments on the shelf; Market Trends; Snyder

Market Trends;
Snyder's of Hanover Inc.;
Glutino Food Group

BYLINE: Petrak, Lynn

BODY:

Chocoholics also can hone in on other indulgent pretzel varieties. Last summer, The Snack Factory rolled out new chocolate covered **pretzel crisps**, while Pretzel Flipz from Stamford, Conn.-based DeMet's Candy Co. now includes chocolate-and white fudge-covered pretzels, as well as new Sugar Free Chocolatey Covered Pretzels and Sugar Free White Fudge Covered Pretzels.

Likewise, The Snack Factory tinkered with the traditional pretzel recipe for its **Pretzel Crisp** line.

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Copyright 2008 North Jersey Media Group Inc.,
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The Record (Bergen County, NJ)

February 2, 2008 Saturday
All Editions

SECTION: NEWS; Pg. A01

LENGTH: 562 words

HEADLINE: Time to stock up to chow down

BYLINE: By STEPHANIE AKIN, STAFF WRITER, North Jersey Media Group

BODY:

...sold out of Giants gear by Friday, spokeswoman Sharyn Frankel said.

Walker, of the Rochelle Park ShopRite, said he'd just finished a special order for buffalo-wing-flavored **pretzel crisps**, the type of request he expected to keep hearing until game time on Sunday.

Liquor store owners said they hadn't seen much of a rush yet - people always buy liquor last, they ...

SPICE UP YOUR SUPER BOWL PARTY, MICHIGAN-STYLE! US States News February 1, 2008 Friday 11:24 PM EST

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US States News

February 1, 2008 Friday 11:24 PM EST

LENGTH: 1577 words

HEADLINE: SPICE UP YOUR SUPER BOWL PARTY, MICHIGAN-STYLE!

BYLINE: US States News

DATELINE: LANSING, Mich.

BODY:

...prepare as directed on package, except cut each breadstick into 3 short pieces. Twist each piece once and place on baking sheet. Bake as directed on package.

Serve breadsticks, **pretzels**, or **crisp** breadsticks with dip.

Makes 24 servings. (1 serving equals 1 breadstick or pretzel and about 1 tablespoon dip.)

Note: Store any leftover dip in the refrigerator. If it thickens during ...

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Copyright 2008 Daily Record (Morristown, NJ)
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Daily Record (Morristown, New Jersey)

January 30, 2008 Wednesday

SECTION: Pg. NEWS01

LENGTH: 196 words

HEADLINE: It's Chips Ahoy or college

BODY:

...in the bag? Lorna Doone 100-calorie cookie packs? Swiss Miss hot chocolate mix? Nabisco Chips Ahoy candy bites? Chex Strawberry Yogurt Cereal Pouches? The Snack Factory **Pretzel Crisps**? Welch's Fruit Snacks Mixed Fruit?

Who's shopping, we wonder, like she's heading out on a cross country trip? Of course: Our daughter, the snack queen of the Eastern Hemisphere. Wait until we tell her that with this ...

It's Chips Ahoy or college Daily Record (Morristown, New Jersey) January 30, 2008 Wednesday

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Daily Record (Morristown, New Jersey)

January 30, 2008 Wednesday

SECTION: Pg. NEWS01

LENGTH: 196 words

HEADLINE: It's Chips Ahoy or college

BODY:

...in the bag? Lorna Doone 100-calorie cookie packs? Swiss Miss hot chocolate mix? Nabisco Chips Ahoy candy bites? Chex Strawberry Yogurt Cereal Pouches? The Snack Factory **Pretzel Crisps**? Welch's Fruit Snacks Mixed Fruit?

Who's shopping, we wonder, like she's heading out on a cross country trip? Of course: Our daughter, the snack queen of the Eastern Hemisphere. Wait until we tell her that with this ...

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Daily Record (Morristown, New Jersey)

January 30, 2008 Wednesday

SECTION: Pg. NEWS01

LENGTH: 202 words

HEADLINE: It's Chips Ahoy or college

BODY:

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TheStreet.com

TheStreet.com

January 28, 2008 Monday 12:44 PM EST

SECTION: PERSONAL FINANCE; The Good Life

LENGTH: 990 words

HEADLINE: Ten Snacks for Your Super Bowl Party

BYLINE: Charles Passy, Special to TheStreet.com.

Charles Passy is a Florida-based writer who covers food, travel, entertainment and consumer culture and products.

BODY:

...category. Sahale Snacks offers what it calls a "culinary fusion of nuts, naturally dried fruits, seeds and spices"; the mixes come in varieties that bring to mind everything from Moroccan to Thai flavors.

Pretzel Crisps are just what they sound like -- flattened pretzel crackers (try the Buffalo wing flavor for a Super Bowl party). Ditto Stacy's Pita Chips -- it's pita instead of potato. And speaking of thinking ...

Chip champs; Add new dips - and chips - to your Super Bowl lineup Milwaukee Journal Sentinel (Wisconsin) January 23, 2008 Wednesday

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Copyright 2008 Journal Sentinel Inc.
Milwaukee Journal Sentinel (Wisconsin)

January 23, 2008 Wednesday
Final Edition

SECTION: G Food; Pg. 1

LENGTH: 2555 words

HEADLINE: Chip champs;
Add new dips - and chips - to your Super Bowl lineup

BYLINE: KAREN HERZOG, Staff, Milwaukee Journal Sentinel

BODY:

...baked," Shully said of the chips.

Shully sometimes adds salsa to hummus for a southwestern twist. Or, he adds avocado and spices to create a chunky avocado hummus dip, which also works well with flat **Pretzel Crisps** from The Snack Factory, another recent innovation in the chip aisle.

Spinach dip is another good pairing for pita chips, said George Kashou, co-owner of Kangaroo Brands Inc., which additionally produces traditional pita pockets and salad pockets.

Kangaroo pita chips come in four flavors: sea salt, garlic and herb, whole-grain French onion and cinnamon/sugar.

Pretzel Crisps are perhaps more cracker than chip. But they're great for dipping, Shully said, and have a similar nutrition profile per six-chip serving: 110 calories, 1.5 grams of fat and 450 ...

...Play

Thiensville chef-caterer Scott Shully, of Shully's Cuisine & Events, created this Gorgonzola play for Kangaroo Sea Salt Pita Chips. We think it would work with a flat pretzel chip, too, such as **Pretzel Crisps**.

Gorgonzola with Walnuts & Honey

Makes 1 1/2 cups

8 ounces Gorgonzola cheese, room temperature

1/2 cup toasted chopped walnuts

2 tablespoons honey

To Gorgonzola, add walnuts and ...

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A good snack at one serving The Toronto Star January 8, 2008 Tuesday

Copyright 2008 Toronto Star Newspapers, Ltd.
The Toronto Star

January 8, 2008 Tuesday

SECTION: LIFE; Pg. L03

LENGTH: 352 words

HEADLINE: A good snack at one serving

BYLINE: Doug Cook, SpeCIAL TO THE STAR

BODY:

Product: The Snack Factory Inc. Original **Pretzel Crisps**

Price: \$2.99 per 170g bag (Dominion)

Manufacturer: The Snack Factory **pretzelcrisps.com** Princeton, N.J.

...flattened. This new shape allows them to make the transition from a regular snack food to one ideal for dipping. Taste and utility aside, how did they measure up nutritionally?

Compared to regular salted pretzels, **Pretzel Crisps** have, on average, the same number of calories and carbs and a little less sodium (28 g of twisted salted pretzels have 106 or so calories and about 380 mg sodium).

Compared to the next most common snack food in this category, plain potato chips, the **pretzel crisps** do have fewer calories: about 40, and no fat. A 28-gram (one-ounce) serving of plain chips typically gives about 10 g of fat but surprisingly less sodium.

So, what's ...

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Copyright 2007 The Republican Company, Springfield, MA.
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The Times of Trenton (New Jersey)

December 5, 2007 Wednesday
FINAL EDITION

SECTION: FOOD; Pg. B01

LENGTH: 776 words

HEADLINE: Giving the gift of food N.J. farms and firms give plenty of choices

BYLINE: SUSAN SPRAGUE YESKE, FOOD EDITOR

Giving the gift of food N.J. farms and firms give plenty of choices The Times of Trenton (New Jersey) December 5,
2007 Wednesday

BODY:

...howellfarm.org) sells syrup made from maple trees on the farm, as does the Katzenbach family, which sells theirs under the label Sweet Sourland Syrup in Hopewell Township. (home.comcast.net/cbktznbch/)

Snacks - **Pretzel Crisps**, the most familiar product sold by Princeton-based The Snack Factory, are sold at Terhune as well as most area supermarkets. (www.pretzelcrisps .com)

Local jams, applesauce - Terhune carries some under their own brand. Across the river in Bucks County, Pa., Manoff Market Gardens in Solebury, Pa., (www.manoff marketgardens. ...

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Copyright 2007 Chicago Sun-Times, Inc.
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Chicago Sun Times

October 15, 2007 Monday
Correction Appended
Final Edition

SECTION: FINANCIAL; Pg. 51

LENGTH: 676 words

HEADLINE: Food that's good to go; Vending machines punch up change

BYLINE: Cheryl V. Jackson, The Chicago Sun-Times

BODY:

...based GoPicnic Inc. last week launched its new kid's pack, which meets California's nutritional guidelines for schoolchildren. The company sells snack packs that require refrigeration and include components such as mixed nuts, **pretzel crisps**, dried fruit, puffed corn snacks, swiss cheese and toffee candy. It provides the snacks on United and Alaskan airlines flights.

- Burger King ketchup-and-fries flavored potato snacks are new from the ...

CORRECTION-DATE: October 21, 2007 Sunday

CORRECTION:

Chicago-based GoPicnic Inc. sells boxed meals that require no refrigeration. The meals were incorrectly described in Monday's Sun-Times business story about the new vending machine items.

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Food that's good to go; Vending machines punch up change Chicago Sun Times October 15, 2007 Monday

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Chicago Sun Times

October 15, 2007 Monday
Final Edition

SECTION: FINANCIAL; Pg. 51

LENGTH: 676 words

HEADLINE: Food that's good to go; Vending machines punch up change

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- Burger King ketchup-and-fries flavored potato snacks are new from the ...

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Copyright 2007 Daily News, L.P.



September 14, 2007 Friday
SPORTS FINAL EDITION

SECTION: FOOD; Pg. 58

LENGTH: 65 words

HEADLINE: SNACK ATTACK! Buffalo Wing-Flavored **Pretzel Crisps**

BYLINE: RACHEL WHARTON

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Copyright 2007 Gale Group, Inc.
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Business and Industry

Sophisticated snacks meet success: ranging from grab-and-go indulgent varieties to raw foods and whole grains, snacks are moving on up--in quality and price. Candy & Snack Business September 2007

Copyright 2007 Adams Business Media
Candy & Snack Business

September 2007

SECTION: Pg. 16 Vol. 9 No. 5

LENGTH: 2374 words

HEADLINE: Sophisticated snacks meet success: ranging from grab-and-go indulgent varieties to raw foods and whole grains, snacks are moving on up--in quality and price.

BODY:

...hunger, all while offering recommended daily doses of nutrients. Taking their cue from these findings, manufacturers are progressively incorporating such value-added ingredients as fiber, protein, minerals and healthy fats into everything from cereal bars to **pretzel crisps**.

ADDED VALUE IS WORTH ADDED COST

Christiana Champ, president of A Matter of Flax LLC, suggests consumers increasingly want their snacks to deliver nutrition, but without a high price.

"The saying ' ...

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Copyright 2007 Stagnito Media Food Group
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Progressive Grocer

September 2007

LENGTH: 7704 words

BODY:

...for you.

Tea Sticks come 12 to a box. For more information contact Rajesh Sharma at (604) 836-8682 or business@petittea.com

The Snack Factory: Buffalo Wing Pretzel Crisps

When it comes to good old-fashioned snacking, Buffalo Wing Pretzel Chips can't be beat. They're a new take on two classics -- pretzels and zesty Buffalo wings -- and they're low ...

...six-ounce stand-up bags, they retail for \$2.99 each.

For more information contact Warren Wilson, president of The Snack Factory, at (609) 683-5400 or info@

pretzelcrisps.com

Snyder's of Hanover: MultiGrain Snacks

Snyder's of Hanover isn't entering the good-for-you snacking segment haphazardly -- it's coming in with a bang, and a comprehensive offering.

The company's new line of ...

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Copyright 2007 Newstex LLC
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Newstex Web Blogs
Copyright 2007 Diet Blog
Diet Blog

August 29, 2007 Wednesday 2:22 AM EST

LENGTH: 197 words

HEADLINE: 100 Calorie Packs: Double the Price

292 of 331 DOCUMENTS

Copyright 2007 Tribune Review Publishing Company
All Rights Reserved
Pittsburgh Tribune Review

August 22, 2007 Wednesday

LENGTH: 1736 words

HEADLINE: High-fashion foods

BYLINE: Ann Haigh

BODY:

...guiltless gourmet world.

Products such as gluten-free crackers and cookies reflect growing nutritional concerns, as does the current focus on premium nuts -- monumental peanuts, cashews, pistachios, hazelnuts, pecans and macadamias. Tasty **Pretzel Crisps** hit the shelves, offering no cholesterol, no trans fats and no fats -- in five flavors.

Curiously, cheese sticks are ubiquitous. Among the best: John Wm Macy's twice-baked, crunchy sourdough ...

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"We were quite surprised to see the sales results increase in healthier snacks." Progressive Grocer August 2007

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Progressive Grocer

August 2007

LENGTH: 533 words

HEADLINE: "We were quite surprised to see the sales results increase in healthier snacks."

BODY:

...Bleu.

Suggested retail price: \$1.99 to \$2.99 per five-ounce bag

Available: June 2007 nationally

For more information: www.kettlefoods.com

The Snack Factory

The manufacturer of **Pretzel Crisps** has now made its all-natural, oven-baked, fat-free pretzel crackers available in 100-calorie packs in Original flavor. The option was created in response to strong consumer demand for convenient single-serve snacking, according to the company. All of the company's **pretzel crisps** carry kosher pareve certification from the Orthodox Union.

Suggested retail price: \$1 for two .92-ounce bags

Available: August 2007 nationally

For more information: www.pretzelcrisps.com

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Copyright 2007 Globe Newspaper Company
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The Boston Globe

July 25, 2007 Wednesday
FIRST EDITION

SECTION: FOOD; Pg. E2

LENGTH: 102 words

HEADLINE: These pretzels are flat-out different

BYLINE: LISA ZWIRN

These pretzels are flat-out different The Boston Globe July 25, 2007 Wednesday

BODY:

...cheese. From the same folks who created the bagel chip more than 20 years ago come addictive Snack Factory pretzels. They're flat, super crisp, baked pretzel-crackers, which are fat-free. **Pretzel Crisps** (\$2.99 for 6 ounces) come in five flavors, including Everything, Buffalo Wing, and Honey Mustard & Onion. Some have enough taste that you can skip the dip. Available in the deli ...

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Copyright 2007 Little Rock Newspapers, Inc.
Arkansas Democrat-Gazette (Little Rock)

June 20, 2007 Wednesday

SECTION: FOOD

LENGTH: 343 words

HEADLINE: SUPERMARKET SLEUTH Green Giant bags another winner

BYLINE: ROSEMARY BOGGS

BODY:

...asparagus cuts retail for about \$2.25 for a 9-ounce box.

CRISPY STICK TWISTS

A company named the Snack Factory markets an interesting product called **Pretzel Crisps**. Instead of the basic twist or stick versions, these are thin, almost like chips. The flavors are Original, Garlic, Everything, Honey Mustard & Onion, Chipotle Cheddar and the new Buffalo Wing. I tried the new flavor, and they weren't nearly as hot as I thought they would be. My son, Alex, is a Buffalo wing enthusiast, and while he thought the crisps were OK, he said he prefers his Buffalo flavor on chicken wings.

Pretzel Crisps are packaged in 6-ounce, resealable pouches that retail for about \$3 per bag. In Arkansas, you should be able to find them at Kroger and possibly other large supermarkets, and some convenience and ...

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Star-Telegram

Found on DFW.com

Fort Worth Star-Telegram (Texas)

February 28, 2007 Wednesday

SECTION: E; Pg. 3

LENGTH: 1209 words

HEADLINE: EXPRESS LANE

BODY:

...a picnic; or to a potluck party as a delicious starter. Suggested retail price is \$3.99 for 10 ounces; you can also get Sabra To Go, a smaller portion packaged with crackers or **pretzel crisps** (\$1.99).

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Copyright 2007 Post-Standard
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The Post-Standard

The Post-Standard (Syracuse, New York)

February 6, 2007 Tuesday
FINAL EDITION

SECTION: CNY; Pg. E1

LENGTH: 795 words

HEADLINE: "RENOVATE YOUR PLATE." : CAN YOU LOSE 10 PERCENT OF YOUR BODY WEIGHT?

BODY:

...two 5-pound bags of flour - gone!"

She goes on to discuss the travails of eating out, the importance of roughage, or fiber, and how whole grains help you feel full.

Then she raves about The Snack Factory **pretzel crisps** (2 points for 10 crisps) and offers members a recipe for hot chocolate that's only 1 point.

Afterward, Riddel meets with Sammons and makes a pledge. If she follows Weight Watchers, "You ...

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Their creativity hits the big time, twice Newsday (New York) January 8, 2007 Monday

Copyright 2007 Newsday, Inc.

Newsday

Newsday (New York)

January 8, 2007 Monday
ALL EDITIONS

SECTION: BUSINESS & TECHNOLOGY; Pg. A26

LENGTH: 201 words

HEADLINE: Their creativity hits the big time, twice

BYLINE: Becky Aikman

BODY:

...golf course convinced them to go back to inventing new products. One, a fat-free caramel popcorn, was a flop. But now the Wilsons, both 53, are back with a new snack, **Pretzel Crisps**. It is a concept similar to their first hit, this time made from a flat pretzel with no middle. Sales so far have surpassed those of Bagel Chips.

"Most big food companies are scared to come ...

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Copyright 2006 The Deseret News Publishing Co.
Deseret Morning News (Salt Lake City)

November 8, 2006 Wednesday

LENGTH: 932 words

HEADLINE: Flour gets dash of whole wheat

BYLINE: Bonnie Tandy Leblang and Carolyn Wyman Universal Press Syndicate

BODY:

...per serving, or 6 to 8 fewer grams than Kettle's irresistible potato chips, but they're neither tasty nor satisfying.

I'll stick to my store brand or the Snack Factory's lower-in-fat **Pretzel Crisps** (Original, Garlic and Everything), which are similar in shape and concept to these Kettle Bakes.

Flour gets dash of whole wheat Deseret Morning News (Salt Lake City) November 8, 2006 Wednesday

Carolyn: Kettle says it created these Bakes Pretzel Chips in response to consumer complaints about the dearth of portable healthy ...



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New Haven Register

November 8, 2006 Wednesday

SECTION: FOOD; Pg. E3

LENGTH: 935 words

HEADLINE: SUPERMARKET SAMPLER: Bakers have a Healthy Choice to make

BYLINE: Carolyn Wyman; Bonnie Tandy Leblang

BODY:

...per serving, or 6 to 8 fewer grams than Kettle's irresistible potato chips, but they're neither tasty nor satisfying.

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Carolyn: Kettle says it created these Bakes Pretzel Chips in response to consumer complaints about the dearth of portable healthful ...



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New Haven Register

November 8, 2006 Wednesday

SECTION: FOOD; Pg. E3

LENGTH: 935 words

HEADLINE: SUPERMARKET SAMPLER: Bakers have a Healthy Choice to make

BYLINE: Carolyn Wyman; Bonnie Tandy Leblang

SUPERMARKET SAMPLER: Bakers have a Healthy Choice to make New Haven Register November 8, 2006
Wednesday

BODY:

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Copyright 2006 National Post
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National Post (f/k/a The Financial Post) (Canada)

November 7, 2006 Tuesday
National Edition

SECTION: ARTS & LIFE; Jacob Richler; Pg. B3

LENGTH: 917 words

HEADLINE: From lime powder to aromatic sea salt: New 'irresistible' products are coming soon

BYLINE: Jacob Richler, National Post

BODY:

...dressings like Rancher's Choice (now creamier!) and the New! Asian Sesame (not here to stay), Christie's Ritz crackers (now whole-grain -- who knew that there was any grain at all?) and the Snack Factory's **Pretzel Crisps** (a sort of flat, roadkill-like pretzels) are now trans fat-free, which must be cheering news for junk-food addicts still waiting for medical news of the next secret chemical ...



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Copyright 2006 National Post
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National Post (f/k/a The Financial Post) (Canada)

November 4, 2006 Saturday
Toronto Edition

SECTION: TORONTO; Viduals; Pg. TO18

LENGTH: 917 words

From lime powder to aromatic sea salt: New 'irresistible' products arrive soon National Post (f/k/a The Financial Post)
(Canada) November 4, 2006 Saturday

HEADLINE: From lime powder to aromatic sea salt: New 'irresistible' products arrive soon

BYLINE: Jacob Richler, National Post

BODY:

...dressings like Rancher's Choice (now creamier!) and the New! Asian Sesame (not here to stay), Christie's Ritz crackers (now whole-grain -- who knew that there was any grain at all?) and the Snack Factory's **Pretzel Crisps** (a sort of flat, roadkill-like pretzels) are now trans fat-free, which must be cheering news for junk-food addicts still waiting for medical news of the next secret chemical ...

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PR Newswire US

September 26, 2006 Tuesday 3:58 PM GMT

LENGTH: 861 words

HEADLINE: Omni Hotels Launches Sensation Bars Customized to the Local Market;
Introduction of 'Reinvented' Mini-Bar Continues With Sensational New Local Items

DATELINE: IRVING, Texas Sept. 26

BODY:

* **Pretzel Crisps**, for a new twist on an old favorite

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ASAP

Copyright 2006 Macfadden Communications Group LLC
Grocery Headquarters

September 1, 2006

SECTION: Pg. 67(1) Vol. 72 No. 9 ISSN: 1094-1088

LENGTH: 109 words

Hummus on the go; fresh TALK Grocery Headquarters September 1, 2006

HEADLINE: Hummus on the go;
fresh TALK

BYLINE: Turcsik, Richard

BODY:

Astoria, N.Y.-based Sabra, a manufacturer of Mediterranean dips and spreads, is introducing its To Go! With **Pretzel Crisps** line. Available Oct. 1 in Classic Hummus, Roasted Red Pepper Hummus, Supremely Spicy Hummus, Greek Olive Hummus, Roasted Garlic Hummus, Sauteed Eggplant and Tuna Salad varieties, each is packed in 4.1-ounce individual-serving containers, along with crackers or **pretzel crisps**.

[ILLUSTRATION OMITTED]

Sabra has also added Spinach Hummus to its roster. Free of trans fat and cholesterol, each package contains more than 15% spinach and can be used as a snack or an appetizer.

For more ...

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Guardian Unlimited

August 4, 2006

LENGTH: 628 words

HEADLINE: Triathlon ... all in the mind

BODY:

...I've finally reached the 'tapering' week, where the volume of training is reduced to a bare minimum and, according to my coach Bill Black, there is a need in the hot weather "to increase salt intake, via **pretzels, crisps** and the like". My kind of coaching. In all seriousness, though, following Bill's plan over the last months has started to reap its rewards: my stamina levels have soared, especially in the water; my ...

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Copyright 2006 Courier News (Bridgewater, NJ)

52nd Summer Fancy Food Show, July 9 to 11: Central Jersey booths a hit at Fancy Food Show in New York
Courier News (Bridgewater, New Jersey) July 30, 2006 Sunday

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Courier News (Bridgewater, New Jersey)

July 30, 2006 Sunday
Courier Edition

SECTION: LIFESTYLE; Pg. 5FEATURES01

LENGTH: 1565 words

HEADLINE: 52nd Summer Fancy Food Show, July 9 to 11: Central Jersey booths a hit at Fancy Food Show in New York

BYLINE: MILLICENT K. BRODY and FRANK CURCIO Correspondents

BODY:

...frozen pot pies in the dust. Their goal is to provide busy moms with a product that doesn't sacrifice nutrition, quality and wholesomeness for efficiency and speed.

Also based in Princeton, The Snack Factory (www.pretzelcrisps.com) introduced its newest invention: **Pretzel Crisps** -- wide, flat pretzels perfect for dips or toppings from salsa to hummus to cheese. Developed by Warren and Sara Wilson who also developed Pita Chips, Bagel Chips, funnel cake mix and frozen ...

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Copyright 2006 Daily News, L.P.



July 14, 2006 Friday
SPORTS FINAL EDITION

SECTION: FOOD; Pg. 57

LENGTH: 944 words

HEADLINE: A TRIP DOWN TASTY LANE. Fairway's fancy-food finder prowled the aisles at the Javits Center for delicious discoveries

BYLINE: BY RACHEL WHARTON

BODY:

...history of helping great food companies get off the ground, makes Jenkins the closest thing to a Fancy Food Show celebrity there is.

A TRIP DOWN TASTY LANE. Fairway's fancy-food finder prowled the aisles at the Javits Center for delicious discoveries Daily News (New York) July 14, 2006 Friday

When he walked by, salespeople rushed up with business cards and packets of **pretzel crisps** or the newest Spanish cured meats.

He was greeted with bear hugs for Fairway products now selling well and got double-cheek air kisses in the Italian aisles, where a Sicilian olive oil ...

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Copyright 2006 Star Tribune
Star Tribune (Minneapolis, MN)

Distributed by McClatchy-Tribune News Service

July 13, 2006 Thursday

SECTION: LIFESTYLE

LENGTH: 352 words

HEADLINE: Star Tribune, Minneapolis, Tidbits column

BYLINE: Al Sicherman, Star Tribune, Minneapolis

BODY:

Jul. 13--GOODBYE, MR. PHIPPS: When he ran into Snack Factory's new **Pretzel Crisps** ("the world's first spreadable pretzel cracker") a few months ago, Mr. Tidbit thought they seemed familiar, but he couldn't remember why. Then he forgot the whole thing until Kettle (brand) Bakes pretzel ...

That got Mr. Tidbit fired up again: If nothing else, Kettle (brand) Bakes pretzel chips (with 1 gram of fat per 1-ounce serving) are very like Snack Factory **Pretzel Crisps** (with no fat or 1/2 gram of fat, depending on variety). Having checked his peculiar files, he now recalls the 1993 introduction of Nabisco's Mr. Phipps pretzel chips and Frito-Lay's Rold Gold ...

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Copyright 2006 Star Tribune
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Star Tribune (Minneapolis, MN)

July 13, 2006 Thursday
Metro Edition

SECTION: TASTE; Pg. 3T

LENGTH: 282 words

tid Star Tribune (Minneapolis, MN) July 13, 2006 Thursday

HEADLINE: tid**BYLINE:** Al Sicherman, Staff Writer**BODY:**

Goodbye, Mr. Phipps

When he ran into Snack Factory's new **Pretzel Crisps** ("the world's first spreadable pretzel cracker") a few months ago, Mr. Tidbit thought they seemed familiar, but he couldn't remember why. Then he forgot the whole thing until Kettle (brand) Bakes pretzel ...

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Copyright 2006 Star Tribune
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Star Tribune (Minneapolis, MN)

July 13, 2006 Thursday
Metro Edition

SECTION: TASTE; Pg. 3T**LENGTH:** 282 words**HEADLINE:** tidbits**BYLINE:** Al Sicherman, Staff Writer**BODY:**

Goodbye, Mr. Phipps

When he ran into Snack Factory's new **Pretzel Crisps** ("the world's first spreadable pretzel cracker") a few months ago, Mr. Tidbit thought they seemed familiar, but he couldn't remember why. Then he forgot the whole thing until Kettle (brand) Bakes pretzel ...

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Some 'calorie bargains' to note Buffalo News (New York) June 18, 2006 Sunday

Copyright 2006 The Buffalo News
Buffalo News (New York)

June 18, 2006 Sunday
FINAL EDITION

SECTION: SPOTLIGHT; The Diet Detective; Pg. G10

LENGTH: 760 words

HEADLINE: Some 'calorie bargains' to note

BYLINE: By Charles Stuart Platkin

BODY:

...wheat starch, which helped reduce the carbs and increase the dietary fiber.

Flavors: Cinnamon Spice, Sweet Wheat, Country White, Roasted Onion and Very Blueberry. Available at www.westernbagel.com.

* Snack Factory's **Pretzel Crisps** (1 ounce: 100 calories, 0g fat, 21g carbs, 3g protein).

My favorites are the Everything. They're low-calorie and also low in fat -- no trans or saturated -- and are a very tasty alternative to ...



313 of 331 DOCUMENTS

Copyright 2006 The Miami Herald
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The Miami Herald

Found on Miami.com
The Miami Herald

June 15, 2006 Thursday

SECTION: WC; Pg. 8

LENGTH: 873 words

HEADLINE: Got the munchies? Try these calorie bargains

BODY:

...increase the dietary fiber.

Got the munchies? Try these calorie bargains The Miami Herald June 15, 2006 Thursday

Flavors: Cinnamon Spice, Sweet Wheat, Country White, Roasted Onion and Very Blueberry. Available at www.westernbagel.com for \$3.50 per bag.

Snack Factory's **Pretzel Crisps** (1 ounce: 100 calories, 0 grams fat, 21 grams carbs, 3 grams protein).

My favorites are the Everything Chips. My family loves them -- but only as an occasional treat. ...



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THE SUN NEWS

Found on [MyrtleBeachOnline . com](http://MyrtleBeachOnline.com)

The Myrtle Beach Sun-News (South Carolina)

June 15, 2006 Thursday

SECTION: Pg. 16

LENGTH: 875 words

HEADLINE: Calorie Bargains keep foods you love in diet

BODY:

...increase the dietary fiber.

Flavors: Cinnamon Spice, Sweet Wheat, Country White, Roasted Onion and Very Blueberry. Available at www.westernbagel.com for \$3.50 per bag.

Snack Factory's **Pretzel Crisps** (1 ounce: 100 calories, 0 grams fat, 21 grams carbs, 3 grams protein)

My favorites are the Everything Chips - my family loves them (but only as an occasional treat). ...



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Herald News (Passaic County, NJ)

June 13, 2006 Tuesday
All Editions

SECTION: HEALTH; DIET DETECTIVE; Pg. D03

Calorie Bargains: Key to weight loss Herald News (Passaic County, NJ) June 13, 2006 Tuesday

LENGTH: 907 words

HEADLINE: Calorie Bargains: Key to weight loss

BYLINE: By CHARLES STUART PLATKIN, Special to the Herald News, Wire Services

BODY:

...increase the dietary fiber.

Flavors: Cinnamon Spice, Sweet Wheat, Country White, Roasted Onion and Very Blueberry. Available at www.westernbagel.com for \$3.50 per bag.

* Snack Factory's **Pretzel Crisps** (1 ounce: 100 calories, 0g fat, 21g carbs, 3g protein)

My favorites are the Everything. They're low-calorie and also low in fat -- no trans or saturated -- and are a very ...



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Copyright 2006 Capital Gazette Communications, Inc.
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The Capital (Annapolis, MD)

June 11, 2006 Sunday

SECTION: HEALTH; Pg. F2

LENGTH: 823 words

HEADLINE: Diet detective: Calorie bargains the key to losing weight

BYLINE: Charles Platkin

BODY:

...increase the dietary fiber.

Flavors: Cinnamon Spice, Sweet Wheat, Country White, Roasted Onion and Very Blueberry. Available at www.westernbagel.com for \$3.50 per bag.

Snack Factory's **Pretzel Crisps** (1 ounce: 100 calories, 0g fat, 21g carbs, 3g protein)

My favorites are the Everything. They're low-calorie and also low in fat - no trans or saturated - and are a very tasty alternative to ...

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IDDBA shopping list: here are some of the products that will be catching the eyes of attendees at Dairy-Deli-Bake 2006 in Orlando June 11-13; FOCUS ON FRESH Grocery Headquarters June 1, 2006

ASAP

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Grocery Headquarters

June 1, 2006

SECTION: Pg. 51(4) Vol. 72 No. 6 ISSN: 1094-1088

LENGTH: 2893 words

HEADLINE: IDDBA shopping list: here are some of the products that will be catching the eyes of attendees at Dairy-Deli-Bake 2006 in Orlando June 11-13;
FOCUS ON FRESH

BYLINE: Male, Jessie

BODY:

...desserts designed to be quick treats on the go. Among the offerings are Java Chip Cookies and all-natural, trans fat-free Cranberry Granola Bites. www.sugarbowlbakery.com

[ILLUSTRATION OMITTED]

41. **Pretzel Crisps** from The Snack Factory

The Snack Factory's **Pretzel Crisps** are deli style crackers that complement spreads and dips. The crisps are made with all-natural ingredients, are fat-free and contain 110 calories per serving. Varieties include original, garlic and everything. They are also available in ...

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Copyright 2006 Lansing State Journal
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Lansing State Journal (Michigan)

May 3, 2006 Wednesday

SECTION: NOISE; Pg. 14TAB

LENGTH: 309 words

HEADLINE: Diggin

BODY:

New **Pretzel Crisps** are just flat-out good

I feel like I keep writing about snack food, but honestly it's just because I keep finding these great treats. My newest obsession is **Pretzel Crisps** by The Snack Factory.

Basically they are flattened out pretzels topped with bagel-type flavoring. My favorite is the everything bag, but

there's also original and garlic. They are flat but not too airy, crispy but not too ...

...I realize that defeats the fact that they are low in calories and fat, but who cares, they're great. I found my most recent bag at Meijer for \$2.99. Visit www.pretzelcrisps.com for more info.

- Emily Smith

Polish food in Hamtramck

Ever since leaving Brooklyn, I've craved authentic Polish food -- i.e. pierogies that don't come from a grocery store freezer.

With its ...



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Copyright 2006 The Houston Chronicle Publishing Company
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The Houston Chronicle

April 5, 2006 Wednesday
2 STAR EDITION

SECTION: FLAVOR; Pg. 3

LENGTH: 76 words

HEADLINE: IN THE SNACK ISLE;
Flat pretzels are full of flavor

BYLINE: CHICAGO TRIBUNE

BODY:

OK, "flattened pretzels" don't sound so appealing. But **Pretzel Crisps** from the Snack Factory delighted tasters with their tiny size and great flavor. The flat shape lets you spread toppings on them, but we thought they were great on their own, particularly the original flavor. The roasted garlic pretzels were too ...

GRAPHIC:

Photo: **Pretzel Crisps**
CHRIS WALKER : CHICAGO TRIBUNE



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Copyright 2006 The Buffalo News
Buffalo News (New York)

Gourmandise Buffalo News (New York) March 26, 2006 Sunday

March 26, 2006 Sunday
FINAL EDITION

SECTION: LIFESTYLES; Pg. F3

LENGTH: 375 words

HEADLINE: Gourmandise

BODY:

...cakes for beginners to make, including black bottom cupcakes and a mocha fudge chip pudding cake.

>Flat-out tasty

OK, "flattened pretzels" don't sound so appealing. But **Pretzel Crisps** from the Snack Factory delighted tasters with their tiny size and great flavor. The flat shape lets you spread toppings on them, but we thought they were great on their own, particularly the original flavor. The roasted garlic pretzels were too ...

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Copyright 2006 Fort Wayne Journal-Gazette
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The Journal Gazette

Fort Wayne Journal-Gazette (Indiana)

March 12, 2006 Sunday

SECTION: D; Pg. 8

LENGTH: 1202 words

HEADLINE: Add twist to meal with pretzel dishes

BYLINE: Eileen Goltz, For The Journal Gazette

BODY:

...pretzels come in all shapes and sizes and many companies experiment with flavors. Some companies even reinvent the entire concept of the pretzel. I recently tried a new pretzel product called **Pretzel Crisps**. This amazing new snack is a cross between a pretzel and a cracker and totally delicious.

My personal favorite pretzel fact is that the term "tying the knot" has pretzel origins. In the early 1600s, when ...

Flat-out tasty Orlando Sentinel (Florida) March 8, 2006 Wednesday

* 322 of 331 DOCUMENTS

Copyright 2006 Sentinel Communications Co.
Orlando Sentinel (Florida)

March 8, 2006 Wednesday
FINAL

SECTION: GOOD LIVING; FLORIDA; FRONT BURNER, express line; Pg. E7

LENGTH: 338 words

HEADLINE: Flat-out tasty

BODY:

OK, "flattened pretzels" don't sound so appealing. But **Pretzel Crisps** from The Snack Factory delighted tasters with their tiny size and great flavor. The flat shape lets you spread toppings on them, but we thought they were great on their own, particularly the original flavor. The roasted garlic pretzels were too ...

GRAPHIC:

PHOTO: These snacks are flat but their flavor isn't
Pretzel Crisps from The Snack Factory have a decidedly different look.
CHRIS WALKER/CHICAGO TRIBUNE
PHOTO: A learning curve is involved, but this gadget quickly deals with avocados.
CHRIS WALKER/CHICAGO TRIBUNE.
PHOTO: ...

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Copyright 2006 The Wichita Eagle
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 **The Wichita Eagle**

Found on WichitaEagle.com
The Wichita Eagle (Kansas)

March 1, 2006 Wednesday

SECTION: D; Pg. 3

LENGTH: 336 words

HEADLINE: Toting your iPod is a cinch

Toting your iPod is a cinch The Wichita Eagle (Kansas) March 1, 2006 Wednesday

BODY:

...stores until April, but Tunebuckle is taking orders on its Web site, tunebuckle.com.

-- Jillian Cohan

Flat-out tasty

OK, "flattened pretzels" don't sound so appealing.

But **Pretzel Crisps** from the Snack Factory delighted tasters with their tiny size and great flavor. The flat shape lets you spread toppings on them, but we thought they were great on their own, particularly the original flavor.

The roasted garlic pretzels were too ...

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Copyright 2006 Chicago Tribune Company
Chicago Tribune

February 22, 2006 Wednesday
North Final Edition

SECTION: GOOD EATING ; ZONE N; OFF THE SHELF ; Pg. 8

LENGTH: 222 words

HEADLINE: OFF THE SHELF

BYLINE: By Renee Enna.

BODY:

...touch. The Pot Clip is \$7 at The Container Store; to order by mail, visit containerstore.com.

Flat-out tasty

OK, "flattened pretzels" don't sound so appealing. But **Pretzel Crisps** from The Snack Factory delighted tasters with their tiny size (about an inch wide) and great flavor. The flat shape lets you spread toppings on them, but we thought they were great on their own, particularly the original ...

GRAPHIC:

...boneless, skinless tilapia fillets deserve some attention.)

PHOTO (color): (This nifty Utensil Pot Clip from Trudeau snaps onto the rims of stockpots and saucepans to keep messy spoons in their place.)

PHOTO (color): (**Pretzel Crisps** from The Snack Factory delighted tasters with their tiny size (about an inch wide) and great flavor.) Tribune photos by Bob Fila, Michael Tercha and Chris Walker.

PHOTOS 3

FOOD SHELF 3 TB McClatchy-Tribune Photo Service February 6, 2006 Monday



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Copyright 2006 McClatchy-Tribune Business News
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McClatchy-Tribune Photo Service

February 6, 2006 Monday

LENGTH: 27 words

HEADLINE: FOOD SHELF 3 TB

BYLINE: CHRIS WALKER, NewsCom, KRT

BODY:

Pretzel Crisps from The Snack Factory have great flavor despite sounding unappealing as "flattened pretzels."
(Chris Walker/Chicago Tribune/KRT) Photo via NewsCom

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Copyright 2006 McClatchy Newspapers, Inc.
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Sacramento Bee (California)

January 25, 2006 Wednesday
METRO FINAL EDITION

SECTION: TASTE; Pg. F1

LENGTH: 1305 words

HEADLINE: Salt, ginger provide spice to trendy food show

BYLINE: Gwen Schoen Bee Food Writer

BODY:

...gardens, he created a combination hot sauce and garden spray. It comes with a pump spray cap that evenly disperses hot sauce on food - or your garden (www.davesgourmet.com).

Pretzel Crisps

After tasting goat's milk ice cream and Dave's Insanity sauce, the **Pretzel Crisp** booth was a welcome stop. **Pretzel Crisps** are made by The Snack Factory and basically are flat pretzels that you eat like a cracker. The idea is that they are more healthful than a traditional cracker because they are fat-free and have just 110 calories per serving. They are also low in salt.

Salt, ginger provide spice to trendy food show Sacramento Bee (California) January 25, 2006 Wednesday

Pretzel Crisps are perfect for spreading with cream cheese, which sort of defeats the healthful theme, but they also taste great with cheese, fat-free dips and hummus.

Pretzel Crisps come in a traditional pretzel flavor, garlic and one called "everything," which is sesame seed and garlic (www.PretzelCrisps.com).

Fudge Is My Life

Is there such a thing as too much fudge? Well, no. Fudge Is My Life makes bold sauces - and by that we mean dense, rich and thick - for true chocoholics. They are made ...

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PR Newswire

December 12, 2005 Monday 10:07 AM GMT

LENGTH: 411 words

HEADLINE: A Spreadable Pretzel Cracker Has Been Introduced as a Healthy Alternative to Fattening Crackers and Potato Chips

DATELINE: PRINCETON, N.J. Dec. 12

BODY:

...NYFNSU02)

Consumers can easily scoop a variety of dips, from guacamole to peanut butter! People today are searching for healthier snack foods that taste good, mirroring the foods they love but should not have. **Pretzel Crisps(R)** does just that! Warren and Sara Wilson, entrepreneurial husband and wife team tested the idea in their own kitchen before bringing it to their bakery.

"They taste great without the calories and fat content of potato chips or a butter-filled crackers," says Warren Wilson, president of Snack Factory, Inc. See <http://www.pretzelcrisps.com/> for more information.

These new crisps have recently won several Kosher and Gourmet awards and boast a healthier lifestyle. **Pretzel Crisps(R)** are oven baked and made with all natural ingredients, fat-free and only 110 calories per serving. The new Crisps are also being well received within the health and fitness industry; personal trainers and ...

...former creators and owners of The NY Style Bagel Chip Company. The Wilson's also founded the Funnel Cake Factory, Inc., served in every major theme park across America. In addition to launching **Pretzel Crisps**, their popularity is soaring due to their well-known Licensed NFL Football banks, Sports banks, Coke banks and the famous 'Elvis' Popcorn Guitar Banks, also selling in thousands of stores nationwide.

Offering something for everyone, the Crisps come in three delectable flavors; Original, Garlic and Everything. Once you try one ... you will want to try all three! The six-ounce **Pretzel Crisps(R)** come in a resealable 'Stay- Fresh' zipper pouch, perfect for anyone on the go. They have an SRP of \$2.99 and are shipping to various grocery stores (i.e.

A Spreadable Pretzel Cracker Has Been Introduced as a Healthy Alternative to Fattening Crackers and Potato Chips PR
Newswire December 12, 2005 Monday 10:07 AM GMT

Publix, Safeway, Jewel, Weis, ACME, Topps, Shoprite, Kingsoopers, Kroger and Albertsons), MMR (i.e. Costco Stores) and selected airlines, as well as online at <http://www.pretzelcrisps.com/>.

CONTACT: Yanick Dalhouse for Snack Factory, Inc., +1-847-625-1110

Web site: <http://www.pretzelcrisps.com/>

SOURCE Snack Factory, Inc.

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Progressive Grocer

December 1, 2005

LENGTH: 108 words

BODY:

Pretzel logic

Healthier noshing is more possible than ever with **Pretzel Crisps** from the Snack Factory, Inc. Billed as "the first and only spreadable pretzel cracker," the ultra-thin, all-natural, oven-baked, trans-fat-free crisps are perfect for scooping up hummus, spreads, or dips, according to the Princeton, N.J.-based company. They're also just 100 calories per serving. **Pretzel Crisps** come in Original, Garlic, and Everything varieties and retail for a suggested \$2.99 per six-ounce resealable zipper pouch. Get more information by calling president Warren ...

www.pretzelcrisps.com.

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Copyright 2005 Bristol United Press
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Bristol Evening Post

November 22, 2005 Tuesday

SECTION: Pg. 7

LENGTH: 607 words

HEADLINE: Peanut allergy? You can't fly with us

BODY:

...food allergies.

Peanut allergy? You can't fly with us Bristol Evening Post November 22, 2005 Tuesday

British Airways spokeswoman Roseanne Crossey said: "Our policy is that we do not have peanuts on board.

"We took them off a couple of years ago because of allergies, as it can get into the air. We do serve **pretzels and crisps**."

Virgin Atlantic spokeswoman Charlotte Tidball said: "We do not have peanuts as a snack on board in economy class, only in upper class.

"It would then be down to a passenger travelling in ...

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ABC News Transcripts

SHOW: GOOD MORNING AMERICA (07:00 AM ET) - ABC

July 12, 2005 Tuesday

LENGTH: 1813 words

HEADLINE: FANCY FOOD SHOW NEW FOOD FINDS

BODY:

...Off Camera) Now, this is for you. I hope you like this. You're our cracker lady.

DIANE SAWYER

(Off Camera) Every year she (inaudible).

SARA MOULTON

(Off Camera) Or our crisp lady. These are pretzel snacks. **Pretzel crisps**. Sort of like a -bagel crisp. Do you want to try one?

DIANE SAWYER

(Off Camera) Yeah, I do.

SARA MOULTON

(Off Camera) And they have -three different flavors. You use them like crackers.

DIANE ...

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ASAP

Perimeter opportunities: here's a shopping list of hot products to be found on the show floor at IDDBA's Dairy-Deli-Bake 2005 in Minneapolis this month. Grocery Headquarters June 1, 2005

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Grocery Headquarters

June 1, 2005

SECTION: Pg. 61(6) Vol. 71 No. 6 ISSN: 1094-1088

LENGTH: 3910 words

HEADLINE: Perimeter opportunities: here's a shopping list of hot products to be found on the show floor at IDDBA's Dairy-Deli-Bake 2005 in Minneapolis this month.

BYLINE: Palazzo, Suzanne Vita

BODY:

...base keep food out of juices for a fresh, appealing presentation. The new wide panel dome provides great visibility for purchasing appeal. www.alcoa.com/reynoldsfoodpackaging

14. Pretzel Crisps from Snack Factory

Snack Factory has introduced **Pretzel Crisps**, a spreadable pretzel cracker that's trans-fat-free and all natural. Available in 6-ounce resealable stand-up pouches in Original, Garlic and Everything flavors, the product comes in 12-count display cartons and 80-count floor shipper displays. Free sampling crisps are available with each order. www.pretzelerisps.com

15. Sauces and gravies from Nestle FoodServices

Minor's Latin Style Barbeque and Ranchero Style Ready-to-Use sauces are perfect for custom spreads, while Chef-mate Country Gravies have the roasted ...